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WEEKLY BULLETIN

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DETROIT, MICH., JANUARY 4, 1937

No. 1

THE ARCHITECT AND THE SMALL HOUSE

By CHRIS STEKETEE

The following material constitutes a brief sent out by Mr. Steketee, a Grand Rapids Architect, to prospective clients. It represents an understandable statement of the architect's work in the small home.

It is common experience that most small dwellings costing from four to six thousand dollars are not designed by architects. Why? Because, the ultimate owner objects to pay him a minimum fee. Perhaps that fee might be saved, the selection of free plans is unlimited, why employ an architect for such a small job? Perhaps things will work out all right. I have heard a great deal of these objections. Are they true? Perhaps not, and indeed not if you are interested in good design and construction of even a very small home. And naturally, anybody willing to spend four thousand dollars or more is enough interested to find out what kind of investment he is putting making. Is it the cost or the value of the building you are thinking of? That is the difference. To give you the real value necessitates that process called Architectural Service.

The following is a short description of this process showing steps necessary to better results, as well as measures to prevent reductions of the investment. The contractor is responsible for the cost, the architect for the value of the building.

Public Acts

Federal, State and Local authorities have established administrative requirements submitted in the forms of laws, codes, ordinances and rules. Official standardization of many kinds of materials by either government or private institutions likewise have become natural laws in the industrial world. It is, therefore, essential that architects not only possess a correct knowledge of these requirements but prepare themselves for constructive criticism at all times. Care must be taken not to belittle, or to exaggerate these matters. The purpose of administrative requirements, after all, is not to hinder

but to promote by regulations the health, safety and welfare of the people. Standardization of products is, whether we like or dislike it, very practical and here to stay.

Architects' Luncheon

Tuesday, January 4—12:15 P. M.

Intercollegiate Alumni Club
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Restricting our thoughts on the smaller type of dwellings, we find a great number of codes, ordinances and rules which we, in this article, will call "Public Acts." They define the classes of dwellings, regulate light, ventilation, sanitation, fire protection, zoning and other items. They also fix penalties for the violation thereof.

In order to fully understand these acts, particular study is necessary of the history of the different requirements before they became "acts." In that way we will understand not only the letter, but the spirit of the act.

(Continued on Page 11)

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Edited by E. J. Brunner

REPORT ON NOMINATIONS

Pursuant to the constitution and by-laws of the Builders' and Traders' Exchange, the President, Albert Beever, did appoint a nominating committee to nominate candidates for the Board of Directors for 1937, as follows; Edgar Leavenworth, chairman, Edwin Kriehoff, Wm. C. Restrict, and Albert Beever, ex officio.

This committee did meet and nominate;
Ernest Brown of McCleary-Harmon Co., Electrical Contractors

George Cruickshank of Krimmel & Cruickshank, Inc., Insurance

Walter Giesiking of Wire and Iron Products Co.
Donald Graham of Donald Graham, Plastering Contractor

Paul Sutherland of Sutherland Avery Lumber Co., Lumber Dealers

Vern Talyor of Concrete Steel Fireproofing Co., and these six men did accept the nomination, three to be elected at the election to be held on the third Tuesday in January, 1937.

Expiring terms this year are:

Albert Beever of Beever Plastering Co., Plastering Contractors

H. Eugene Webb of Lowrie and Webb Lumber Co., Lumber Dealers

Leo Rowley of Leo Rowley Co., Painting Contractors

The six remaining on the Board are as follows:

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WHY THE BULLETIN IS AGAINST COMMUNISM

(Revised Edition)

By ROGER ALLEN

I was leaning out the window squirting soda water on the passers-by out of the Sparklet bottle that I got for Christmas when one of the servants (it was either the second footman or the man from the finance company) brought me the Bulletin of the MSA for Dec. 29, 1936. I read it, Talmage. And I am against it.

That article on Page 8, "Public Ownership Vs. Communism", out of the Lanphar Counselor (and what the hell is the Lanphar Counselor? I never heard of it in my life and I've been practically everywhere) would never keep ME from turning Communist. I never read such slop in my life.

"The properly trained lad", it starts out, "whether rich or poor is taught from childhood to save from his first and subsequent pay checks for a least two requirements; i. e., his initial life insurance premium and a fund from which he can make a down payment on his home."

Is that so? Talmage, that is nothing but a great big lie. Nobody was more properly brought up than what you and I were, and did we save up from our first pay check for any such purpose? Certainly not. I saved up to buy a piano accordion. I never made it, Talmage. To this day I have no piano accordion. To this bitter deprivation I attribute the fact that I am nothing but a bundle of nerves. I can sleep only ten hours at a time and eat only three or four—all right then, five—times a day.

And you—I remember very distinctly you were saving up to take tap dancing lessons. Were either of us that period in our careers worrying about life insurance and payments on house? Certainly not. Show me a young man who does and I will show you a young man that I wouldn't wipe the oldest pair of shoes I got on him.

Then good old Lanphar goes on, "Our hard-working youngster is thrilled and carries the marvelous message (of Communism) back to Mary and the kids... But Mary asks shyly, 'But who will own this house—the Government?'"

Does that sound convincing to you? If it does you ain't the man you used to be. In the first place why is Mary shy? Don't she recognize her husband? Didn't anybody ever introduce the two of them? Shyly, my foot. You know what would happen, don't you? If he comes home and says, "Whoops, Mary, we're all gonna be Communists," what would Mary say to him? She would say, "Lissen, clown, I got trouble enough today with your sister coming around and sticking her big nose in my business without you coming home plastered. Get on back under the house."

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No, Talmage, the whole thing rings false. Of course I know why home owners will not become Communists. Because you cannot very well become a real Communist without learning to talk Russian and most house builders have trouble enough talking English without tackling Russian.

Honest, this Lanphar will kill me. "That should be the vision of every mortgage banker!" he says, exclamation point and all. The only vision I ever saw any mortgage banker have was the one who took dictation from him.

It will do you no good to state argumentatively that the article was good and I don't know what I am talking about as I have a letter right in my pocket from Architect F. C. Stanton, way out in Bellingham, Wash., stating in no uncertain terms that he read my stuff in the Forum and that I am a smart writer. That shows you. It has taken years for me to get this documentary evidence of a thing that I long suspected, but I got it. (Fine goings on, spoiling my holiday printing stuff like that).

URGE MORE PERMANENT BUILDING VALUES

Banks Now Recognize Good Architectural Service
by Russell G. Smith

I deeply appreciate the opportunity of representing the producing end of the Building Industry before this forum. The two former speakers have spoken on the subject of the financing of buildings by individual financial agencies. These two speakers naturally dwell upon the subject prior to the actual design and erection of the building, but, as a producer, my subject must be a more practical one and I have chosen the subject of Up-keep and Maintenance of the structure after erection.

In touching upon the subject of Up-keep and Maintenance, there are several important phases of

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JAN. 6, 7, 8

Janet Gaynor, Loretta Young, Simone Simon
and Constance Bennett
in "LADIES IN LOVE"

SATURDAY

JAN. 9

Edmund Lowe

in "THE GIRL ON THE FRONT PAGE"

11:00 P. M.—Marion Talley

in "FOLLOW YOUR HEART"

SUN. MON. TUES.

JAN. 10, 11, 12

Fred Astaire and Ginger Rogers
in "SWING TIME"

a building after erection that must be considered. The first is Obsolescence, and the second is Depreciation, and I shall endeavor to bring out the idea that proper maintenance greatly reduces the percentage of reserve generally set aside for these two items.

Obsolescence is sometimes associated with Obsolescence Insurance, and I should like to remark at the outset that this is a badly chosen title for it conveys the idea of something connected with Insurance Companies. In the sense that I am using it, it means merely a yearly fund created by a building owner; who then uses it later to combat obsolescence in his building.

Of all the various kinds of property which people possess, there are basically but two kinds: those that deteriorate and finally disappear—and those that do not.

Now there seems to be in this country a more or less confirmed idea that buildings are a deteriorating investment. As a matter of fact, a building consists of both classes of investment: one part that deteriorates and one part that does not. In a structure of any kind, correct design never deteriorates and it is assumed that where correct design is used the building is always structurally sound, and this portion of the investment is of the non-deteriorating character. The deteriorating part consists, as you know, of the superficialities, the accessories and the various services. The thing that causes any building to be thrown on the scrap heap is the lack of attention to this latter part. When the materials become obsolete or outmoded, the whole building finally decays, and even before that time it loses its earning power or value. This applies to a business structure, apartment or residence.

The Europeans have an entirely different attitude toward building investment than we have in America. Building investments there and their earning power are constantly maintained by modernizing the

superficial features. The non-deteriorating parts, such as the design, are always considered permanent.

I suppose that one of the basic reasons why building of all kinds in America do not follow the same process as in Europe is due to our practice of bookkeeping. In this country we make a small bookkeeping entry in a ledger, set up under the head of Depreciation Reserve. It is merely bookkeeping and in very few cases is such an entry reflected in actual cash in hand. Now, this theory contemplates that at the end of 25 or 30 years the building will be useless and therefore the investment written off. Such a practice has always seemed to me to be basically wasteful and unsound, and I believe it is far better to use some of this fund regularly each year for the renewal of what really deteriorates and save the buildnig. Spend this part regularly as conditions develop. With such a regular and continuous program of maintenance, the outlay each year will be found to be very moderate. You can pay for this modernization or maintenance program as a yearly part of the building's operation and it will prove a scientific protection against time, wear, and tear. If this is a residence, it will keep your investment intact and make the home always a pleasure to live in and keep up property values in your neighborhood. If this is a business structure, it will maintain, and even increase the building's earning power.

Naturally for building owners to follow this advice, there must first be set up an adequate routine. This should consist of a periodical survey and examination of the building, say once a year. Then a decision should be reached as to what must be done. This settled, the money set aside for obsolescence is appropriated to pay for the improvements determined upon. Once started on this path, common sense will dictate the costs for future years. Visible things will usually get the first attention because such defects quickly prejudice both visitors and tenants against the building. When these first eye sores have been cured, the functional apparatus will have attention. These are such items as water service, electric service, and similar things. By this method the building will always hold its strong place against its newer competitors, and it will have what newer buildings have not, all the added advantages that time, reputation and location bring.

Now, to do this will undoubtedly require the services of an architect, and preferably that architect who is familiar with the building, due to his having originally designed it. I would like, therefore, to offer a suggestion, and I advance it in the hope that it will prove of some interest and value. It is this:

Why should there not be an arrangement made between the architect and the owner whereby the architect continues to have an official connection with the building, after the building is completed?

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For a small retainer, the architect would agree to examine the building once a year and formulate for the owner the changes and improvements to be made that year. After these have been agreed upon, the architect would handle the contracts and supervise the work, charging therefor a percentage based on the actual cost. In this way the architect would retain a vital interest in the building indefinitely. First, he would build it. Then, as the years went along, he would see it grow into a constantly more modern structure. He could incorporate new materials and practices. It would be his building from first to last.

Perhaps such a plan has shadows that I do not see, but I offer it, very tentatively, as something that may prove of value. It will take time to get American building owners to handle their investment scientifically, but I think that the architects can, if they wish, aid in bringing about this better practice. When it comes we will have more livable and better looking cities.

I think I am safe in saying that the average architect considers his activity, if not his interest, is over as soon as the building is finished. I believe this to be both wrong in principle and short sighted in practice. However, now that modernization is in the air, I am hopeful that, with the help of the architects, a scientific means can be provided for establishing a general and continuing modernization policy.

Today, the great majority of building are handled by very able managers or superintendents. They are generally familiar with the ordinary problems of operation and maintenance. A few of them may even suggest minor improvements or changes. There is, however, no professional person whose business it is to see that the building is kept in a healthy, economic state—attractive and modern, inside and outside—comparable to the newer buildings in the vicinity.

In that capacity, it seems to me, the architect (and preferably the original architect of the building) is best suited to advise. His role should be, perhaps, somewhat similar to the one played by the family physician. He not only brings the child into the world, but looks after the child's health through manhood, and thereafter. The architect certainly knows more about his own building than anybody else. My suggestion is, therefore, that he capitalize on it—to his own advantage and to the advantage of the building.

My paper may have touched upon these subjects as relating more to business structures than to residences, but I do believe that the same methods should be employed in residences.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Palmer Park Theatre, Hamilton and Hill Aves. Bids closed.

Same.—One story and basement store building, 59x140, Grand River Ave., east of Southfield. Owner, G. & R. Holding Co., 2540 Taylor Ave., taking figures.

Same.—One story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores. Completed.

Same.—Plans for 1500 seat theatre, store building (3 stores), located at 10729 Grand River Ave. Completed about Jan. 12.

Same.—Preparing plans for 3 stores, Gratiot and Pelky, near 6 Mile Road. Owner—Hargo Corp.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Preparing plans for part three stories and basement and part two stories and basement, Mercantile Bldg., Jos. Campau and Yemans.

Same.—Plans for one store, to be occupied by Woolworth and A. & P., Fenkell and Grand River.

Same.—Preparing plans for remodeling and modernization of two story store for the Ferndale Dept. Store. Owner, M. B. Stone. Location, 7924 West Vernor Highway.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans for warehouse, 65x100, 3 stories. Ready soon.

Same.—Taking figures on house, 25x40, Linwood Ave. Separate trades.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Preparing plans for school building, 3 stories and basement, steel construction, brick and stone exterior, 80x120.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Two-story residence, Sherwood Forest. Taking figures.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—Plans for addition to Hamilton School, Lakewood and Leipsic.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.

Same.—Preparing sketches—alteration and addition to residence, Ellair Place.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer. New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several \$10,000 class homes for local individuals. Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmers Moulding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

Same.—Preparing plans for two story office building addition for local concern.

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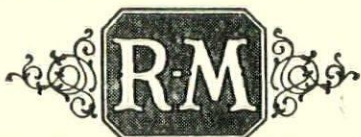
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Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.

Same.—Taking bids on structural steel for shipping dock for local manufacturer.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030., E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers, 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction.

Haughey, Harvey J., 112 Madison, RA. 1047.—Store building, 60x80, McNichols Road near Northwestern. Bids closed.

Hyde & Williams, 318 Woodward Blvd. Bldg., MA. 0803.—Preparing plans for residence for Sydney H. Morgan. Location, Lakeland Ave.

Same.—Preparing plans for residence for Miss Bessie McCoy. Location, Greenview Ave.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Taking figures on the addition to the Hamtramck Municipal Hospital for General Architectural Trades, Plumbing, Heating and Ventilating, Electrical Work, Elevator, Sterilizing Equipment and Laundry Machinery. Bids will be received on Tuesday, January 5, 1937 at 8:00 P. M. E.S.T. at the office of the City Clerk, 8521 Jos. Camapu Avenue, Hamtramck, Michigan.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence for Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Jan. 1.

Same.—Preparing plans for residence, Bloomfield Hills, Mich. 15 rooms, 5 baths. Brick veneer.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—Plans for residence for Mr. Harold Allan, Leanshire Drive, Palmer Woods, completed soon.

Malcomson & Higginbotham, Inc., CA. 9651.—City Hall at Benton Harbor, Mich. PWA project. General contract awarded to Pearson Construction Co., Inc., Benton Harbor, Mich.

Same.—Home for the Aged. Owners, Kings Daughters and Sons, Detroit. Bids due Dec 11, 2 o'clock at Home of the Aged.

Same.—Preparing drawings for residence for Dr. Earl McKenzie.

Same.—Preparing plans for Hosmer school addition.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Plans for residence for S. G. Glasier, Grosse Pointe Shores, completed.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Taking figures on lockers and kitchen equipment for Deaconess Hospital.

Same.—Taking figures on mechanical, electrical, piping and refrigeration on Tivoli Brewery addition.

Sarvis, Lewis J., Battle Creek, Mich.—Work ready for figures: Administration and Dining Room Building for W. K. Kellogg Foundation at St. Mary's Lake. Cost about \$26,000.00.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Residence, Chandler Drive. O. M. Valliquette, owner. Bids closed.

Same.—Preparing plans for residence, Birmingham, Mich.

BUILDERS SPENT MORE THAN BILLION IN 1936

For the first eleven months of 1936, the aggregate value of permits issued for all classes of building construction in cities with a population of ten thousand or more amount to \$1,219,157,000, an increase of 63 per cent compared with the corresponding period of 1935. All classes of construction shared in this gain, but the greatest improvement during the year has been in new residential construction, according to Frances Perkins, Secretary United States Department of Labor.

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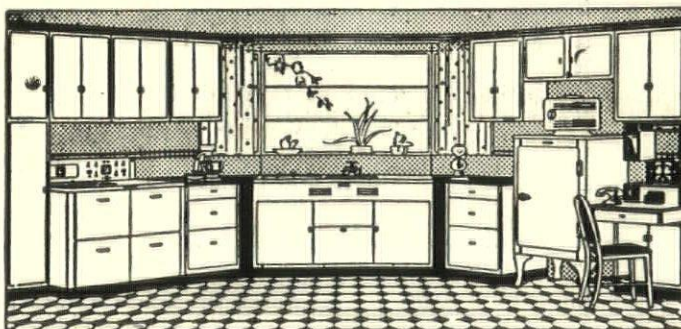
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What is said to be the largest glass building in the country is under construction on Biscayne Boulevard just south of the Causeway which leads to Miami Beach, Fla. The building which will have a floor area of 27,000 square feet, more than half an acre, is being constructed by the Pittsburgh Plate Glass Company.

The entire facade of the two exterior faces of the building will be covered with carrara structural glass, in black, gray and ivory. Alumilited aluminum will serve as twin members on these two fronts. Large plate glass display windows will line the entire first floor on the boulevard side, and directly above these, transom elements made of glass brick.

The interior feature of the first floor will consist

of a large exhibition space or showroom which will be devoted to demonstrations and exhibits of the company's products. Especially designed fixtures and equipment are being prepared and the ornamental feature will consist of a fountain in the middle of the room built up of glass elements and illuminated with electric lights. The walls of the room will be covered with a wainscoting of gray carrara structural glass from floor to ceiling.

On the second floor above the exhibition will be private offices, general offices, general office work space and assembly rooms for conferences and demonstrations. There will also be space for air-conditioning equipment and storage space for stock.

156,926 HOUSE UNITS PROVIDED DURING YEAR

Interpretation by the Building Trades Employers' Association of the Department of Labor building permit report for November shows New York City still with nearly four times the dollar value of building permits of its nearest competitor, Los Angeles. Totalling the department's monthly figures for the year shows the New York City permit volume to be \$207,000,000 for eleven months and, allowing for a normal December, a close estimate is had for the entire year with a \$220,000,000 permit volume. This is about 40 per cent better than 1935. The total would be composed of about \$110,000,000 residential work, \$60,000,000 non-residential and \$50,000,000 alterations and repairs.

The association computes an eleven-month volume of permits for the entire country to be \$1,344,942,000 for the 1,500 cities covered by the Department of Labor report. On the above basis the total building volume for the entire country for the year 1936 would approach \$1,600,000,000, or about 25 per cent of the peak year of 1925. It represents about 60 per cent advance over 1935.

Number of families provided for in the 1,500 cities for eleven months totals 156,926, according to the association figures. It estimates the year's total to be 175,000 for the same towns and cities. This is about one-half of the fifteen-year average since 1921 and a third of the peak volume. The association comments, "This is far from being the building boom that has been talked about so much."

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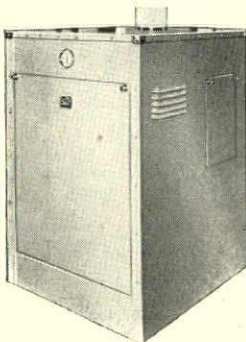
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Eloise Infirmary

Nathan Gould, architect

AN OUTSTANDING FLOOR INSTALLATION

As in many outstanding industrial and office buildings, Gibraltar Floors were used extensively in the Eloise Infirmary.

These floors were put on the market about ten years ago by Gibraltar Floors, Incorporated, 48 West State Fair Avenue, Detroit, Michigan, and their acceptance into the industry was immediate for the fundamentals that go into this process are so evidently superior to old methods of laying cement floors that even the most skeptical can not but admit that in no other cement floor can be found a system that will produce the hard, dense, wearing surface obtained by this process.

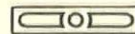
In laying Gibraltar Floors, like any other cement floor, the primary necessity is good workmanship. By maintaining a staff of experienced mechanics irresponsibility and poor workmanship are entirely eliminated. Unlike a great many firms Gibraltar Floor, Incorporated do not go into the open field and pick up mechanics for one job then drop them for others on the next.

Particular care is given to the selection of the aggregates used in these floors. The granite has a compressive strength of 22,500 pounds per square inch. There are other materials available that have greater crushing strength but not without a considerable loss of ductility and resistance to abrasion. Gibraltar Floors, Incorporated claim that to obtain

the maximum results in cement floors that the components have a similar degree of resistance to abrasion as well as the proper amount of ductility to withstand trucking, foot traffic, etc.

Another unique feature is that these floors are not troweled but ground to a finish with specially designed grinding machines that were also originated by Gibraltar Floors, Incorporated. The surface receives both a coarse and fine grinding, and when it is finished is smooth, hard, uniform and dustless.

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WRIGHT DESIGNS IDEAL RESIDENCE TO COST \$5,500

Frank Lloyd Wright, world-famous native Wisconsin architect, has issued a new challenge to public and private sponsors of low-cost housing in designing a dwelling estimated unofficially to cost \$5,500.

Wright thus is entering a construction field of lower costs than he has attempted heretofore. Long interested in home designing, his own place, Taliesin (meaning shining brow in his native Welsh), twice burned and thrice erected, has won world-wide attention. He lives near Spring Green, a tiny village in Madison, Wisconsin.

The dining room in Wright's new low-cost housing venture will form an adjunct of a big living room, it was learned. The living room is to contain a large fireplace, built as "an integral structural feature made out of materials of the building itself."

HOWARD J. WHITE

Howard Judson White, 66, one of the country's best known architects, died in Chicago on December 18, from an embolism following a heart attack.

Mr. White was born in Chicago on February 21, 1870. He married Mabel E. Cameron in 1895 and they had two sons, William Cameron White and Howard J. White Jr., both of whom survive, along with Mrs. White.

He began his architectural career, as a draftsman for various architects until entering the employ of D. H. Burnham & Co. in 1898. After Mr. Burnham's death in 1912, the firm was reorganized as Graham, Burnham & Co. In 1917 it became Graham Anderson, Probst & White.

The Field Museum, Wrigley Building, Union Station, Field Building, and Straus Building are among better known buildings the firm designed.

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Mr. White's lifelong friend and colleague, Ernest R. Graham, head of the firm for many years, died less than a month ago.

Mr. White, former president of the Illinois Society of Architects, was a member of the Art Institute of Chicago, the Chicago Historical Society and several social clubs and was a patron of the Field Museum.

"One of the striking features of heating and air conditioning a home today with a modern system, is the way in which the air is circulated and warmth enters each room," declared Mr. Frank H. Dewey, manager of the air conditioning division of Gar Wood Industries, Inc.

"There is no hot blast of 200 degrees or more rushing out of grilles to meet the cooler air of the room and cause unpleasant down drafts. With the modern, automatic heating and air conditioning system, out-of-the-way inlet grilles and outlet grilles are installed in the rooms of the home—there is a place for the warmed air to enter the room and also a place for the used air to leave.

"The warmed, filtered air comes in each room under gentle pressure at about 125 degrees and goes along the floor; then gently rises to fill the whole room with pleasant, even, healthful warmth. An equally gentle current of used air flows out through the outlet grilles. There are no drafts, no cold spots, no uncomfortable zones, no stagnant air in the room. The air at the ceiling and floor has practically the same even temperature. The intake and outlet grilles do not take up any floor space. Children playing on the floor do not injure their hands because the grilles are just warm, but not hot enough to harm tender skin.

"Before an automatic heating and air conditioning system is installed in a home, the cubic capacity of each room and the heat loss of the roof and walls are figured exactly—the heat loss is calculated so that even in sub-zero temperatures outside, the entire home inside can be made comfortable with a temperature between 70 and 75 degrees.

"The Gar Wood Tempered-Aire system not only changes the air in every room completely from four to six times an hour, but supplies heat in a gentle manner, so desirable from a comfort standpoint," stated Mr. Dewey. "The warmed and humidified air, in addition, is completely filtered. Dust and dirt and odors are removed before the warmed air enters the rooms."

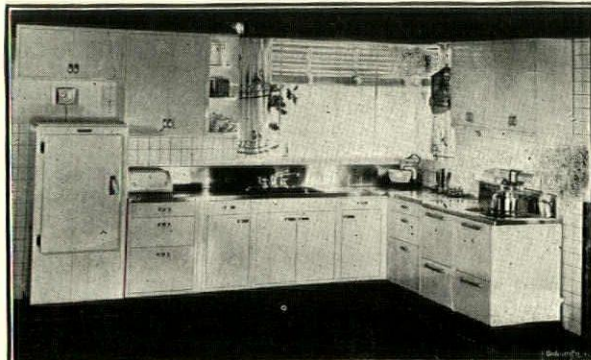
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THE ARCHITECT AND THE SMALL HOUSE

(Continued from Page 1)

Where these acts have a decided judicial character, cognizance of court decisions is often helpful. In the State of Michigan we have The State Housing Code. Our city and many other cities have their own building ordinances or building codes. Lack of uniformity will sometimes cause trouble and it is therefore desirable to minimize those differences as much as possible.

Other public acts of importance are those of local Departments and the labor laws affecting buildings.

Small Dwellings In The City

Much water has flowed over the dam since the Indians built their camps, and erected teepees on the river banks, utilizing their reservations as best they knew. In modern city planning we try to benefit through the use of the so called zoning ordinances. They divide our cities into industrial, commercial and residential districts. Transportation, hygiene, extension and other factors, all intended for the welfare of the people, decide the location of the small dwelling. The size of the lot, the yards, the dimensions of the building, the building materials all are regulated by minimum requirements. Research by the Federal government in regard to slum districts in the big cities, replanning old areas for new housing, survey of farm and village conditions and other developments by corporations or individuals have never played so big a part in the building industry as at the present time.

In this article we only want to consider housing problems of smaller cities having about 150,000 population. Even in cities of this size, city planners have discovered that certain areas formerly purely residential districts are more and more encroached upon by commercial units. Very often we find homes flanked by garages, gas stations, little stores, etc. For this reason and also greatly advanced through the growth of easy transportation and good roads, the outskirts of our cities have changed in character. It is, however, timely to consider housing in the outskirts as well as the replanning of the so called blighted areas. The cost

of the land in the outskirts is not cheap, if all improvements and city services are desired. On the other hand the less desirable areas in the city may be improved through a well balanced clearance plan. Naturally, these considerations are the problems of the city planner, the zoning board, and all those who want to make their city a good place to live.

General Requirements For Small Dwellings In Cities

Location. The basic factors for a healthy and attractive location are: Unspoiled soil, good air, water, light, excellent municipal services, right use of geographical conditions, as little gardens, side or rear yards, proper distances from schools, churches, factories, etc. Keeping in mind that we are only considering small dwellings, homes for those with limited incomes, let us consider a bit of history for guidance in our selections.

The Lever Brothers, manufacturers of soap in Liverpool, England, planned and built a small village (suburban as we would call it) for their employees in the year 1889. It was called Fort-sunlight. The homes were built in groups of eight, every group of a different type. Streets 36' wide were planted with trees and shrubs, while one-tenth of the entire village was used as parks. That was 47 years ago. In 1891 a similar factory village was built at Bournville and from then on, they were called garden cities, and one after another appeared. The same movement spread to other

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countries. Germany built its "gruenstadt" in circular zones, starting with public and monumental buildings in the center, continuing with homes in the middle zones and ending up with industrial buildings in the outer zones. France started much later but has her "cite-jardins" in several places and is steadily progressing. Holland has a great number of beautiful garden cities and also in our United States we find many fine examples; for instance, the Kohler village in Wisconsin.

From these few highlights in history we may observe that the small city home for the people with limited income has attracted attention for several years and at present is one of the greatest concerns in our social structure of life. These developments are a part of the Architects knowledge and of real assistance in good planning.

Producing Small Dwellings More Cheaply

The problem has become one of offering more services and utilities, a higher standard of living, while at the same time reducing the original cost. Research work for new materials, factory fabrication of parts, standardization and untold experiments are going on indefinitely. Big organizations ask for architectural competitions, offering prizes for new ideas. An era of generally distributed inexpensive current is at hand, evident from the hydro-electric projects under construction. Again an up to date knowledge of their problems is required.

In the near future we will see many new type buildings. These changes are results of modern means of transportation and communication, progress in production, education, in fact a reaction of the ever-growing development of the social and economic aspects of life. With more time for leisure and cultural improvements the minds will be guided to one of the most important factors, that of Beauty.

The Beauty of Small Dwellings

It is the architects duty, not only to plan economically and logically, but he must continually think in terms of proportion, of balance, of symmetry, of rhythm, of color harmony, of light and shade, of texture.

We are all sensible, in greater or less degree, to beauty. We usually like what looks good. To own an attractive home, no matter how small it is, has too many advantages to be overlooked.

It is evident that where groups of small dwellings are erected, the City-Planner and Landscape Architect must combine their efforts with the architect, in order to produce good effects, a proper setting, grading and planting of trees and shrubbery, are necessary to beauty as all other elements.

Conclusion

It is easily seen how much data has to be considered before one line is drawn on the paper. Still

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it would neither be wise nor possible to disregard such. It belongs to what is called the preliminary work.

Next comes the sketching, or in plain words the picture to show the prospective owner how the home will look, accompanied by an approximate estimate of the cost. If the owner and architect agree thus far, the technical work begins and the architect expresses the construction in working drawings and details. At the same time the specifications are lined up, giving an accurate description of the proposed work, the different type of materials, the "what to do" and "what to omit". Considerable more explanation could be given to these subjects were it not that only the high-spots will be touched.

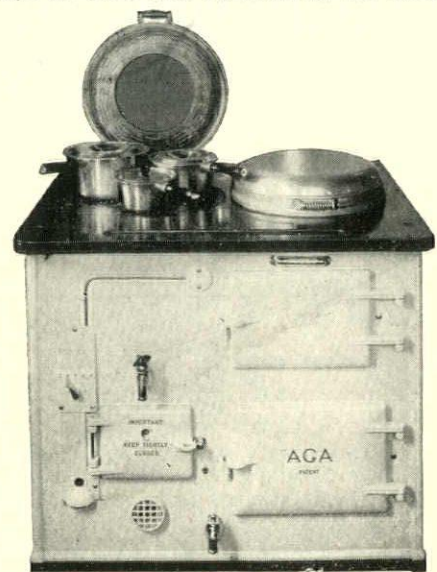
The architect now continues to take bids for the owner and the several contractors invited must be supplied with plans and specifications. Blue prints are made from the original drawing and duly distributed—specifications printed. When the bids are opened it is not unusual to find a variety in prices due to competition, material markets, labor prices, etc. The successful bidder then is supplied by the architect with a building contract and after due preparations the actual work is started.

The architect, being the agent of the owner, must thereafter supervise the construction and is responsible for the entire execution of the contract. Payments to the contractor are made on his approval and the architects work is not finished until the owner has accepted the new premises.

That in brief form is the "Service rendered" and for this entire process a fee of the total cost is charged. After reading this, you will agree, it is only a fair compensation in the light of the amount of service rendered and the results achieved.

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DETROIT, MICH., JANUARY 12, 1937

No. 2

MICHIGAN SOCIETY OF ARCHITECTS TO HOLD THEIR FIRST DINNER DANCE

The Michigan Society of Architects announce their first Architects' Ball a gala dinner dance, which is to be held Saturday, February 20th, 1937, at the Intercollegiate Alumni Club.

This promises to be an event which should prove most entertaining and also offer the opportunity for the architects, producers and their wives to meet at a social function.

This party will be an annual event and it is hoped that everyone will do their part in making it a success.

Details are to be announced at a later date. Your suggestions will be most graciously received. A committee will be appointed to take care of various phases such as entertainment, music and decorations.

Let us all pull together and offer to help and help when asked.

Watch the Bulletin for further information.

LADIES TO ATTEND NEXT MICHIGAN SOCIETY OF ARCHITECTS MEETING

On Friday, January 22, the Inter-Collegiate Alumni Club, 13th Floor of the Penobscot Building, is to be the setting of an entertaining evening for members, their wives and friends.

A general meeting is called for 5:30. Ladies may come then and chat or any time until 6:30 when all shall gather in the lounge.

After the dinner we may expect an interesting travelogue of motion pictures and comments by our own Mr. Thornton, taken on his recent three months trip in Europe.

He has filmed the high lights and beauty spots of the countries he visited with an eye to all modern work in the beauties of an old world setting.

We hope that members from nearby communities will bring their wives and friends and join us for the evening.

This is an open invitation to all, but it is imperative that you telephone or write to me giving the number of reservations desired.

L. T. GABLER, Secretary
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Architects' Luncheon

Tuesday, January 12—12:15 P. M.

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Edited by E. J. Brunner

COMPUTATIONS OF INDIVIDUAL INCOME TAX

By Karl M. Doeren

EDITOR'S NOTE: This is the fifth of a series of articles on the subject of taxation written by Karl M. Doeren, C. P. A., auditor for the Builders' and Traders' Exchange upon the request of the Exchange.

In order to more clearly understand the method of computing the normal tax and surtax, the following examples are given:

A single person earning \$3,000.00

Normal Tax	
Net Income	\$3,000.00
Exemption	1,000.00
Surtax Net Income	\$2,000.00
10% Earned Income Credit	300.00
Normal Tax Income	\$1,700.00
Normal Tax @ 4%	68.00
Total Tax	\$68.00
Surtax	
No Surtax on net income of less than \$4,000.00	

A married person earning \$12,000.00

Normal Tax	
Net Income	\$12,000.00
Personal Exemption	2,500.00
Surtax Net Income	\$ 9,500.00
10% Earned Income Credit	1,200.00
Normal Tax Income	\$ 8,300.00

Normal Tax @ 4%	332.00
Total Tax	\$602.00
Surtax	
Net Income	\$12,000.00
Personal Exemption	2,500.00
Surtax Net Income	\$ 9,500.00
Surtax on \$8,000.00	180.00
Surtax on \$1,500.00 @ 6%	90.00
	\$ 270.00

A married person with two dependent children for the entire year 1936 and one dependent child for six months received the following: Business salary \$12,000.00; State salary \$2,000.00; Dividends \$300.00; Liberty Bond Interest \$100.00. He paid \$250.00 taxes and \$320.00 interest on his home.

Total Income	\$14,400.00
Exclusion:	
State Salary	\$2,000.00
Liberty Bond Interest	100.00
	2,100.00
Gross Income	\$12,300.00
Taxes Paid	\$ 250.00
Interest Paid	320.00
	570.00
Net Income	\$11,730.00
Credits:	
Personal Exemption	\$2,500.00
Dependency Exemption	
2 @ \$400.00	
1 @ \$200.00	1,000.00
	3,500.00
Surtax Net Income	\$ 8,230.00
10% Earned Income Credit ..	1,173.00
Normal Tax Income	\$ 7,057.00

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Surtax on \$8,000.00	\$ 180.00
Surtax on \$230.00 @ 6%	13.80
Total Surtax	193.80
Normal Tax \$7,057.00 @ 4%	282.28

Total Tax \$ 476.08

A husband and wife may elect to file either joint or separate returns. Either may use the \$2,500.00 exemption or it may be divided in any ratio desired.

The election to file either joint or separate returns and the division of the exemption is not binding in the following year. Each year a different election can be made if desired.

A husband receives a salary of \$8,000.00 and \$2,000.00 in dividends and the wife receives \$5,000.00 in dividends.

Joint Return

Net Income	\$15,000.00
Exemption	2,500.00
Surtax Net Income	\$12,500.00
10% Earned Income Credit	1,100.00

Normal Tax Net Income	\$11,400.00
Normal Tax	456.00
	\$936.00

The earned income credit is based on the separate earned income of husband and wife, even though a joint return be filed.

Husband's earned income credit is \$800.00; wife's (minimum) \$300.00; total \$1,100.00.

Separate Returns

Net Income	\$10,000.00
Personal Exemption	2,500.00
Surtax Net Income	\$ 7,500.00
10% Earned Income Credit	800.00
Normal Tax Income	\$ 6,700.00
Surtax	155.00
Normal Tax	268.00

Total Tax \$ 423.00

Net Income	\$5,000.00
Personal Exemption	—
Surtax Net Income	\$5,000.00

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10% Earned Income Credit	300.00
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Normal Tax Income	\$4,700.00
Surtax	40.00
Normal Tax	188.00

Total Tax \$ 228.00

Total tax of husband and wife \$651.00

The combined taxes are \$651.00, or a savings of \$285.00 over a joint return.

If the status of a taxpayer changes during the taxable year, the exemption must be adjusted accordingly.

Assume a single person marries on September 10.
Eight months at \$1,000.00 or \$ 666.67
Four months at 2,500.00 or 833.33

Total Exemption \$1,500.00

A taxpayer is entitled to the \$2,500.00 exemption only if he is the head of a family, and defined as one who

- (1) maintains a home
- (2) in which he supports one or more members of a household related to him through blood, marriage or adoption;
- (3) furnishes to at least one dependent, an amount in excess of one-half the support of such dependent;
- (4) under the circumstances, is under some legal or moral obligation to exercise family control and provide for these dependents.

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Freddie Bartholomew—Jackie Cooper in

"The Devil is a Sissy"

Saturday 11 P. M.—Henry Wilcoxon in

"The President's Mystery"

SUN.—MON.—TUES. JAN. 17—18—19

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A taxpayer, whether single or married, is entitled to a credit of \$400.00 for each dependent who is:

- (1) under 18 years of age or incapable of self-support;
- (2) receiving chief support from taxpayer.

It should be noted that the dependent need not be related to taxpayer and there need be no legal or moral obligation to render support in order to claim the \$400.00 exemption.

Tax returns are to be filed by every single person who has a net income of \$1,000.00 or over, or a married person not living with husband or wife, and if married and living with husband or wife, having a net income of \$2,500.00 or over; also every individual who has a gross income of \$5,000.00 or over, whether or not he has a net income.

Rate of Surtax

Surtax Net Income	Rate %	Tax \$	Surtax Net Income	Rate %	Tax \$
\$ 4,000			\$ 68,000	39	\$ 14,000
6,000	4	80	74,000	43	16,580
8,000	5	180	80,000	47	19,400
10,000	6	300	90,000	51	24,500
12,000	7	440	100,000	55	30,000
14,000	8	600	150,000	58	59,000
16,000	9	780	200,000	60	89,000
18,000	11	1,000	250,000	62	120,000
20,000	13	1,260	300,000	64	152,000
22,000	15	1,560	400,000	66	218,000

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38,000	21	4,640	1,000,000	72	641,000
44,000	24	6,080	2,000,000	73	1,371,000
50,000	27	7,700	5,000,000	74	3,591,000
56,000	31	9,560	5,000,000+	75	
62,000	35	11,660			

A WORD FROM FRANK AND A SALE WAS MADE

3640—16th St. N.W.
Washington, D. C.
Dec. 12, 1936.

Tal:

I seen a ad in your paper as how somebody got courage along with religion, faith, hope and charity, and wants to start a architecting business up there at the old four corners and comma being as how I aint usin the old tools respectively submit the to wit as follows on another sheet please turn over.

While I wrote the inventory from memory I think it is substantially or constitutionally OK. With two exceptions, a brass cuspidor and a good looking red-haired steno, wost everything needed to start up a small office is there. Maybe you could supply the omissions.

I will sell any items separately but would prefer to dispose of the whole works which I offer for the small sum of 100 fish, on the line, f. o. b. my basement, because we want to rent our house so that Shellie can join we here, Jane being a sophomore now at Michigan State and lining in a dorm there.

Incidentally, do you know of a reliable family interested in renting our house furnished?

Shellie will gladly show any one interested the equiment, after she has had time to dust them off I suppose, and I will be home for the Christmas holidays.

Cordially

Frank

Editor's Note—The above mentioned merchandise has been sold.

WEST COAST'S BUILDING GAINS

Building activity is expanding on the west coast, and a boom seems to be in the making. Albert J. Evers of San Francisco, director of the Sierra Nevada division of the American Institute of Architects, declares in a report of conditions in California, Nevada, Arizona and Hawaii.

Architects are busy, vacant office space is diminishing, city and county planning are going forward, residential construction is thriving and the outlook favors a great advance in larger projects. Deterrent factors are the shipping strike and mounting prices. Blighted areas, the report warns, are fast developing into slums.

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CRESTWOOD APARTMENTS TO HAVE BEAUTYWARE

Sandstone colored bathroom fixtures will greet the eyes of occupants of the new Crestwood Apts. at Fleetwood near Mt. Vernon, N. Y., according to E. C. Bonia, eastern sales director for the Briggs Manufacturing Co., Plumbing Ware Division. Mr. Bonia and Patrick Kelly, Bronx plumber, recently completed negotiations with Anthony Morrell, builder of the apartments, for the installation of Briggs Beautyware fixtures in each of the 300 bathrooms and kitchens.

When completed the building will be the only large apartment house in the Fleetwood section and will be one of the largest in Westchester County. Being constructed with R. F. C. funds, the building is scheduled for completion in the early spring. Four rooms will constitute the smallest apartments and interiors will follow the modern trend. The formed metal fixtures selected for the bathrooms are designed to keep this room in harmony with the architectural styling of the living rooms and bedrooms.

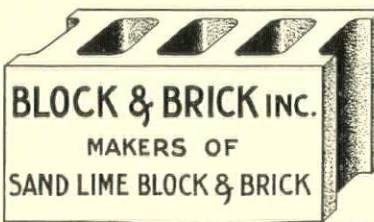
GAR WOOD UNIT IN PRIZE HOME

"The ambitious desire of many architects and builders today, is to present an inexpensive, attractive and modern small home which fits the average purse and accommodates the typical family," said Mr. F. E. Ritzenheim, branch manager of the Gar Wood air conditioning division.

"To stimulate and sustain professional interest in the small home field, House Beautiful, a well-known home magazine, launched and recently concluded their national ninth annual small home competition.

"The winner of the first prize award for designing and specifying equipment for an ideal small home, was architect Mr. Perry M. Duncan. The prize-winning house was built for Mr. Graham Edgar, Bronxville, New York.

"Several thousand plans were submitted from all sections of the nation. And it is gratifying to know that the home selected as the best in its class and announced in the December issue of House Beautiful, is equipped with a Gar Wood automatic, oil-fired heating and air conditioning system. Here is the jury's citation: Restrained exterior in excellent taste following the Greek Revival tradition. A very livable plan, well studied, compact, efficient and economical. The house is well placed on its lot, and the landscaping, orientation and provisions for outdoor living make exceptionally good use of a small suburban plot. Notably good handling of brickwork."



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ILLUMINATING ENGINEERING SOCIETY—MICHIGAN SECTION

PROFESSOR H. B. DATES, professor of Electrical Engineering, Case School of Applied Science, Cleveland, Ohio, will talk on "THE IMPORTANCE OF SCHOOL LIGHTING IN THE SCHOOL PROGRAM", at the auditorium of The Detroit Edison Company, 2000 Second Avenue, Detroit, on Tuesday evening, January 12th, at 8:00 p. m.

Professor Dates is also Chairman of the School and Industrial Lighting Committee of the Illuminating Engineering Society. He is in close touch with many of the tests being conducted throughout the country on the relation of school lighting to education. His talk will be addressed particularly to school officials and teachers.

The value of adequate illumination in schools today is being given considerable serious thought by educators. Professor Dates is well qualified to present interesting information on the subject because of his nation-wide contacts in the field of education.

BEST WISHES, MR. EDITOR

Our good friend Talmage C. has been confined to his home this past week with the flu. It is sincerely hoped he will soon be back on the job.

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Stokers	Commercial Refrigeration
Oil Burners	C. V. Hill Refrigerators

Your Inspection Is Invited

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Palmer Park Theatre, Hamilton and Hill Aves. Contracts to be let after Jan. 15.

Same.—One story and basement store building, Grand River and Southfield, to be occupied by Cunningham stores. Bids taken on architectural trades.

Same.—Plans for 1500 seat theatre, store building (3 stores), located at 10729 Grand River Ave. Completed about Jan. 12.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Preparing plans for part three stories and basement and part two stories and basement, Mercantile Bldg., Jos. Campau and Yemans.

Same.—Plans for one store, to be occupied by Woolworth and A. & P., Fenkell and Grand River. Completed this week.

Same.—Preparing plans for remodeling and modernization of two story store for the Ferndale Dept. Store. Owner, M. B. Stone. Location, 7924 West Vernor Highway.

Same.—Contracts on 3 stores—Hargo Corp, Gratiot near 6 Mile Road: Lathing and Plastering, Alex Dickman; Glass, Schroeder Pl. & Gl.; Asphalt Tile, Crowley Milner Co.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans for warehouse, 65x100, 3 stories. Ready soon.

Same.—Figures on house, 25x40, Linwood Ave., closed.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Preparing plans for school building, 3 stories and basement, steel construction, brick and stone exterior, 80x120.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Two-story residence, Sherwood Forest. Taking figures.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—Addition to Hamilton School, Lakewood and Leipsic. Contract let to Alfred A. Emith.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.

Same.—Preparing sketches—alteration and addition to residence, Ellair Place.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer. New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several \$10,000 class homes for local individuals. Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmers Moulding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

Same.—Preparing plans for two story office building addition for local concern.

Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.

Same.—Taking bids on structural steel for shipping dock for local manufacturer.

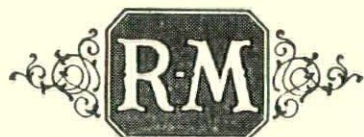
Harley & Ellington, 1507 Stroh Bldg., RA. 9039., E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers, 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction.

Haughey, Harvey J., 112 Madison, RA. 1047.—Store building, 60x80, McNichols Road near Northwestern. Bids closed.

Hyde & Williams, 318 Woodward Blvd. Bldg., MA. 0803.—Preparing plans for residence for Sydney H. Morgan. Location, Lakeland Ave.

Same.—Preparing plans for residence for Miss Bessie McCoy. Location, Greenview Ave.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Figures on the addition to the Hamtramck Municipal Hospital for General Architect-



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tural Trades, Plumbing, Heating and Ventilating, Electrical Work, Elevator, Sterilizing Equipment and Laundry Machinery. Bids receive on Tuesday, January 5, 1937 at 8:00 P. M., E. S. T. at the office of the City Clerk, 8521 Jos. Campau Ave., Hamtramck, Mich. Closed.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence for Dr. J. Stewart Hudson, 5, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Bids closed Jan. 11.

Same.—Preparing plans for residence, Bloomfield Hills, Mich. 15 rooms, 5 baths. Brick veneer. C. G. Welch, owner.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—Plans for residence for Mr. Harold Allan, Lancashire Drive, Palmer Woods, completed soon.

Malcomson & Higginbotham, Inc., CA. 9651.—City Hall at Benton Harbor, Mich. PWA project. General contract awarded to Pearson Construction Co., Inc., Benton Harbor, Mich.

Same.—Home for the Aged. Owners, Kings Daughters and Sons, Detroit. Bids due Dec 11, 2 o'clock at Home of the Aged.

Same.—Preparing drawings for residence for Dr. Earl McKenzie.

Same.—Preparing plans for Hosmer school addition.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Residence for S. G. Glasier, Grosse Pointe Shores, completed. Taking figures by invitation.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Contracts on kitchen equipment, Deaconess Hospital, let to Albert Pick Co.; Refrigerators, Chrysler & Koppin.

Same.—Electrical Work, Tivoli Brewing Co., let to Jno. Busby Co.; Piping, Glanz & Killian.

Same.—Taking figures on wrecking of building, Tivoli Brewing Co.

Same.—Preparing plans for empty case storage, Tivoli Brewing Co.

Sarvis, Lewis J., Battle Creek, Mich.—Work ready for figures: Administration and Dining Room Building for W. K. Kellogg Foundation at St. Mary's Lake. Cost about \$26,000.00.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Residence, Chandler Drive. O. M. Valliquette, owner. Bids closed.

Same.—Preparing plans for residence, Birmingham, Mich.

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To The Secretaries Of The Societies Belonging To The Associated Technical Societies of Detroit

Gentlemen:

At the meeting of the A. T. S. Council on December 28, 1936, called for the purpose of disbanding the Associated Technical Societies of Detroit, and to dispose of surplus funds on hand, it was the unanimous opinion of those present that the organization should be disbanded at once, that all outstanding obligations in amount of some thirty-two dollars be paid, and that the balance which will amount to between \$150 and \$170 shall be turned over to the Education Committee of The Engineering Society of Detroit with the recommendation that the fund be set up as a nucleus to be augmented by additional appropriations from other sources, all to assist in the extension of the activities of Sigma Rho Tau. This is the honorary engineering and architectural fraternity organized to develop speech activities of its members, and was assisted financially by the A. T. S. a few years ago.

Messrs. Ditchy and Segal were appointed trustees to look after the proper disbursement of the fund, collection and storing of valuable records of the society, and final termination.

The writer counts it a special privilege to have been associated with this organization in an official capacity during the past thirteen years.

You may be interested to learn that steps are now being taken to organize the Affiliate Council of The Engineering Society of Detroit, which can in great measure carry on the splendid work of The Associated Technical Societies.

Yours very truly,

E. L. BRANDT,

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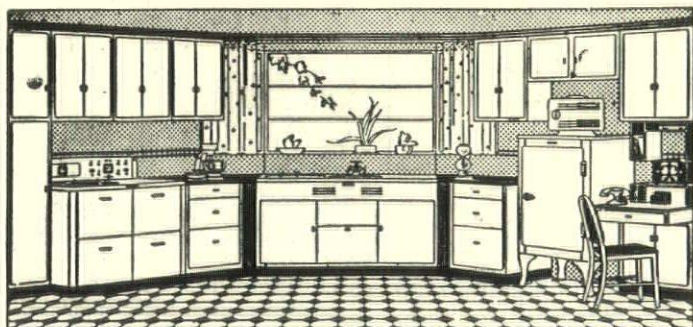
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ARCHITECTS MAKE ROME CITY OF 'MAGNIFICENT DISTANCES'

In Rome, "magnificent distances" are today's fashion in city architecture. Old stone tenements are being demolished everywhere. Removal of some, in the Borgo district, will let the eye sweep unhampered from the castle of Sant' Angelo on the Tiber to the facade of the Basilica of St. Peter's.

Further plans, long discussed, but not definitely accepted, include the addition of another noble colonade to those of Bernini partly encircling St. Peter's Piazza.

"Repaving the piazza is already under way," says a bulletin from the headquarters of the National Geographic society. "Visitors disgorged from sight-seeing buses in front of the basilica alight on a partly torn-up square, noisy with staccato stuttering of pneumatic drills as workmen remove ancient blocks before replacing them with cement and stone.

"The large piazza, with its colonades, is an impressive approach to this holiest shrine of the Catholic world. Two fountains splash there. An 82-foot obelisk, brought from Egypt by Roman conquerors, is one of a dozen piercing Rome's blue sky.

"An observant pilgrim, mounting the 22 steps to St. Peter's portico, is certain to notice the celebrated 'Holy Door.' It is a stucco rectangle with a bronze cross set in it, and is cracked open every quarter century—then walled up between jubilees. It is closed now. On the Christmas eve preceding jubilee year, 1950, it will be broken again.

"St. Peter's is the largest church in Christen-

dom, covering more than 163,000 square feet. Its immensity is so broken up by the four huge piers supporting the dome, and by many gigantic statues, that some visitors on first entering the nave find they have been more awed by much smaller St. Paul's Cathedral in London, or the Cathedral of Milan.

"Because of the cosmopolitan crowds of pilgrims surging into St. Peter's by thousands on feast days, confessions are heard in 10 languages, as signs on the confessionals indicate.

"Among the impressive sculptures adorning the church is Michelangelo's marble Pieta carved when he was 25 years old. The statue which most Catholics flock to see is that of St. Peter seated, in less than life-size bronze, under a red and gold canopy.

"Around the interior walls are 39 large copies of religious paintings that hang in the Vatican and other galleries. Beautiful shades of blue predominate. From a distance they resemble fine oil paintings. Approaching closer, one sees thousands of tiny pieces of mosaic carefully fitted together. In the nearby papal mosaic factory visitors may see similar pictures made.

"Among the tombs and memorials in St. Peter's are those of numerous Popes, of Queen Christiana of Sweden, of the composer, Palestrina, celebrated for his antiphonal music.

"Most venerated is the tomb of St. Peter in a crypt beneath the high altar. It is reached by descending two flights of marble steps surrounded by nearly a hundred lamps always burning. Over it rises the high altar at which the Pope says mass.

"In such a vast building the altar might appear lost were it not that its setting imparts dignity and importance. Four tall gilded spiral columns lift a bronze canopy over it toward the soaring dome, while from a golden glass window above it stream rays of sunlight."

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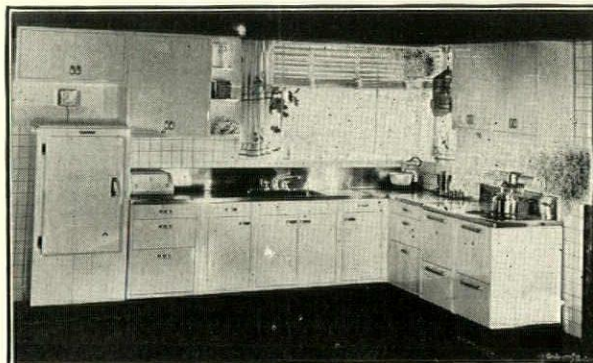
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SPEEDIER TRAFFIC TO REMOVE NEED FOR SKYSCRAPERS, SAYS ARCHITECT

If traffic can be speeded up, there will be no further need for sky-scrappers, according to Sir Raymond Unwin, former chief architect to the British health ministry.

Speaking at Massachusetts Institute of Technology School of Architecture, Sir Raymond pointed out that there was no necessity for over-crowding of cities. Kansas with 10 houses to the acre could accommodate the entire population of the earth, he said.

"There is very seldom any reason for building skyscrapers," he said. "Naturally, in planning a city, one has to make the best use of the terrain at one's disposal but in this modern day if traffic facilities can be speeded up, the area of the town or city resigned does not really make very much difference."

The British expert stressed importance of a re-building plan for all cities "new or old."

"Then all the new projects undertaken in that city could be made to fit into the conceived plan," Sir Raymond said.

"Eventually as section after section of the city is rehabilitated, the originally formulated scheme would be completed."

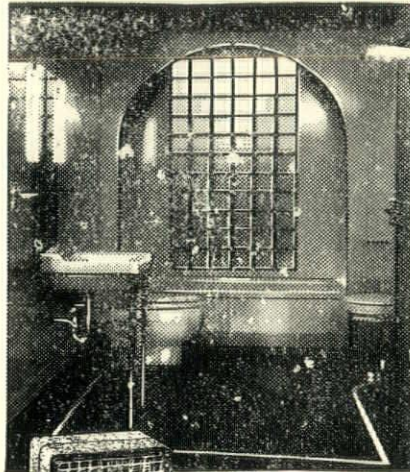
The present system of slum clearance and re housing is short-sighted, according to Sir Raymond.

"Haphazard projects around the outskirts of the

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present day large city are leading nowhere," he said. "Merely because unknown factors are sure to develop as a result of science and discovery is no excuse for not planning at all."

Although Boston streets were made by following cow paths, some cities "art not planned on any such efficient lines as this," he said.

January 4th, 1937.

Michigan Society of Architects,
120 Madison Avenue,
Detroit, Michigan.

Re: License Law for Builders.

Dear Sirs:

A state License Law having sharp teeth to properly qualify those desiring to become Master Builders should be promptly enacted by the Legislature.

House building of mushroom growth by untrained individuals is again rampant in many sections, and the city of Detroit is becoming a fertile field for such operations.

During recent years, the self styled Designer and Builder has augmented the list of so-called builders, and the results of his handiwork have created poorly built, mongrel type buildings which contribute to the depreciation of real property.

Let us have a law that will license only those who have had thorough training and experience in the science of good building. Such a law would tend to elevate the standard of those so engaged which is vitally necessary if we are to avoid some of the pitfalls that have burdened unsuspecting victims.

The public should also understand that safe and satisfactory building cannot be executed at the chiseling price of the "Gyp" operator. Building permits for projects costing \$3,000.00 or more should be issued only to licensed Architects, Structural Engineers or Builders. Such regulations would greatly help correct many abuses and work to the best interests of all concerned. Those interested in properly designed and constructed buildings should take an active part in any effort to make such proposed regulations effective and in the enactment of a License Law.

I believe that the General Public and all reputable members of the construction industry will favor these recommendations.

Very respectfully,
C. F. J. BARNES, Architect

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Pine 8580

DECLARES 4th DIVIDEND FEDERAL SAVINGS AND LOAN ASSOCIATION

The Board of Directors of the Wayne County Federal Savings and Loan Association at their regular meeting held in their office at 35153 Park Street, Wayne, Michigan, December 16, 1936, after hearing the financial report of the treasurer passed the necessary resolutions setting aside the various amounts required as reserves, after which they passed a resolution declaring the fourth dividend of this Association of 3% per annum, to be paid to shareholders of record December 10.

The manager, C. A. Whisler, states that the Association has had a very busy year, their mortgage holding have increased \$200,881.00 since December, 1935. The number of mortgages have increased during the same period from 79 to 155, although there have been five of the mortgages made in 1935 and 1936 paid in full during the past year.

Mr. Whisler also states that the shareholders' accounts have increased from \$276,207.00 in 1935 that much of this increase has been due to the fact that all accounts are insured up to \$5,000.

The total assets of the Association have increased from \$364,815 to \$527,888.00.

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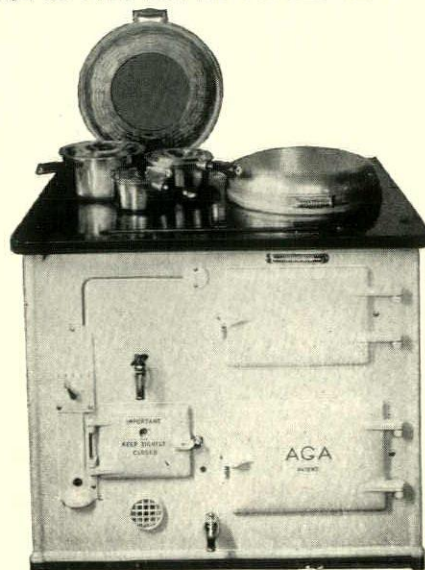
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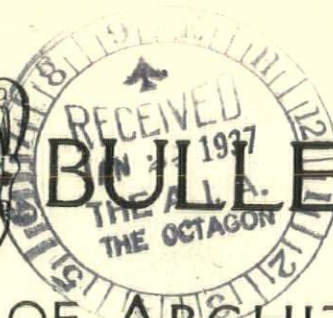
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WEEKLY BULLETIN



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Vol. 11

DETROIT, MICH., JANUARY 19, 1937

No. 3

MICHIGAN SOCIETY'S FIRST DINNER DANCE

The Michigan Society of Architects announce their first Architects' Ball a gala dinner dance, which is to be held Saturday, February 20th, 1937, at the Intercollegiate Alumni Club.

This promises to be an event which should prove most entertaining and also offers the opportunity for the architects, producers and their wives to meet at a social function.

RESTRICT LUMBER PARTY

They are going to have a very interesting program with plenty of refreshments and entertainment along with the Western Pine sound film which shows how the tree finally becomes pieces of woodwork.

Curtis will show their new pre-fabricated casement for the first time here.

They want you there, along with your helpers at 1000 West Grand Boulevard, Wednesday 8:00 p. m., January 27th, 1937. LETS ALL GO.

This party will be an annual event and it is hoped that everyone will do his part in making it a success.

Details are to be announced at a later date. Your suggestions will be most graciously received. A committee will be appointed to take care of various phases such as entertainment, music and decorations.

Let us all pull together and help when asked. Watch the Bulletin for further information.

JOHN THORNTON TO SPEAK ON EUROPEAN TRAVELS

Informal—Ladies Invited

On Friday, January 22, the Inter-Collegiate Alumni Club, 13th Floor of the Penobscot Building, is to be the setting of an entertaining evening for members, their wives and friends.

A general meeting is called for 5:30. Ladies may come then and chat until 6:30, during which time members will discuss plans for their coming 23-rd Annual Convention.

After the dinner we may expect an interesting travelogue of motion pictures and comments by our own John C. Thornton, taken on his recent trip to Europe.

Architects' Luncheon

Tuesday, January 19—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCOT BLDG.

He has filmed the high lights and beauty spots of the countries he visited with an eye to all modern work in the beauties of an old world setting.

We hope that members from nearby communities will bring their wives and friends and join us for the evening.

This is an open invitation to all, but it is imperative that you telephone or write to me giving the number of reservations desired.

C. L. T. GABLER, Secretary
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University 1-5891

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Edwin J. Brunner, Secretary.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

IT CAN BE DONE

What is the sure fire way to pick a "responsible" from an "irresponsible"? During some thousands of years since the first contractor, named Ipus, took his first lump sum contract* there has been considerable loss of money each year because some one took a chance on dealing with irresponsibles.

We shall not discuss the several reasons why such chances are taken, but we do assert that no definite machinery has ever been put into motion to guide us against the possibility of taking such chances.

THAT IT SOMETHING TO THINK ABOUT
IS IT NOT?

Well, then let us do some thinking, because there is no good reason why such machinery cannot be put into operation. WE HAVE THE MACHINE. We have the machine in a long established organization which you know as the Builders' and Traders' Exchange of the City of Detroit.

Why do we not use it?

What is the key which unlocks this primely important use of this organization so that ARCHITECTS, CONTRACTORS, SUPPLIERS, and OWNERS will benefit.

The answer has been given so many times in this bulletin and elsewhere that it is strictly repetitive to give it again, but here goes —

THE KEY WHICH WOULD UNLOCK THIS SERVICE IS HAVING ALL RESPONSIBLES APPLY FOR MEMBERSHIP AND HAVE THEIR APPLICATION GONE OVER WITH A FINE TOOTH COMB. SECOND TO GO OVER THE PRESENT MEMBERSHIP WITH A FINE TOOTH COMB. THIRD TO KEEP UP THE WORK BY KEEPING THE IRRESPONSIBLES OUT AND THE RESPONSIBLES IN. FOURTH AND VASTLY IMPORTANT TO TAKE ADVANTAGE OF THE MACHINERY BY DEALING WITH THE RESPONSIBLES AND NOT TRYING TO HOOK A CHIMERICAL ADVANTAGE BY DEALING ON THE SIDE WITH AN IRRESPONSIBLE.

If the Builders' and Traders' Exchange did no-

thing but this, it would be worth more than could be reasonably put into it. But the Builders' and Traders' Exchange can not do this without your help. It is humanly impossible for this to be done unless YOU do it for the Exchange.

Many responsible firms get this bulletin which are not members of the Builders' and Traders' Exchange. YOU ARE THE VERY ONES WHICH KEEP THIS FROM BEING DONE. How about it?

Tuesday, January 19 is the annual meeting of the Exchange. The event takes place at three o'clock at the offices of the Exchange in the Penobscot Building. ARE YOU ELIGIBLE TO BE THERE? ARE YOU GOING TO BE THERE IF YOU ARE ELIGIBLE?

In February we are going to put out the 1937 Buyers Guide. Are you going to be in it. It will be the roster of the Family of Responsibility.

This Buyers' Guide published by the Exchange has a circulation of over 3000. It goes to every architect, contractor, engineer, building manager, plant manager and purchasing agent who has anything to do with construction. It goes also to mortgage companies, banks and to real estate management companies.

We think we are trying to do our part. In 1936 we hustled around and got seventy new members. For the amount of effort we spent, we should have obtained 500. WHO'S WRONG ABOUT THIS? Are we right or wrong about the possibilities we have briefly outlined? If we are right—LET'S GO.

*The records of Ipus, Mediterranean contractor were discovered by E. J. Brunner, then editor of the American Contractor magazine, in 1922. Ipus took a contract with a high state official, the pay to be the pick of the official's harem. The contractor picked a pulchritudinous brunette, and she not liking him hit him over the head with a club raising a huge lump—thus the origin of the term "lump sum" contract. And ever since that time contractors have preferred blondes.

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CONVENTION TO BE DISCUSSED

At the Architect's evening meeting on January 22, the meeting of the Twenty-Third Annual Convention of the Michigan Society of Architects will be discussed.

It is expected that the time and place will be selected, and it is important to have a full attendance at this meeting.

It will also be necessary for the members to elect a nominating committee of three, and that the president name a separate committee, each committee acting independently to prepare slates of officers and directors for the coming year.

ARCHITECTURAL CONCERN WILL KEEP OLD NAME

Graham Anderson, Probst & White, one of the oldest and largest architectural firms in the country, is to continue under that name and its same quarter despite drastic changes in its personnel caused by death and resignations during the last seven months.

This was announced recently by Edward Probst, surviving partner, who reported that he had taken with him as partners his two sons, Marvin G. and Edward E. Probst, William E. Graham, son of the late Ernest R. Graham, and Wellington J. Schaefer, designer. All four left Graham, Anderson, Probst & White some time ago and have been operating as an independent architectural firm under the name of Probst & Probst.

Three Members Withdraw.

Meanwhile three other associate members of Graham, Anderson, Probst & White—Alfred Shaw, Sigurd E. Naess, and Charles F. Murphy—on Dec. 13, announced they had withdrawn from the firm and formed a new architectural organization under the name of Shaw, Naess & Murphy. They will have offices on the 16th floor of the Railway Exchange building, three floors above the offices of Graham, Anderson.

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Pierce Anderson died Feb. 10, 1924. Ernest Graham passed away last Nov. 22, and Howard J. White followed him on Dec. 18, leaving Edward Probst as the surviving partner.

Many Names Linked with Firm.

Many famous architectural names are linked with the gradual formation of the firm. Daniel H. Burnham and John W. Root formed a partnership known as Burnham & Root, in 1884. Ten years later the firm of D. H. Burnham & Co. was formed by Burnham, Ernest R. Graham, Edward C. Shankland, and Charles B. Atwood.

Atwood, famous as the designer of the 1893 world's fair Fine Arts building, now the Museum of Science and Industries, retired in 1895. Four years later Shankland withdrew to enter business for himself.

Burnham and Graham remained as the only members of the firm until January, 1910, when Daniel H. Burnham Jr., and Hubert Burnham were admitted to the partnership.

At the death of D. H. Burnham Sr. a new partnership was formed, composed of Graham, Peirce Anderson, Edward Probst, Howard J. White, D. H. Burnham Jr., and Hubert Burnham. These six practiced under the firm name of Graham, Burnham & Co. for five years.

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William Powell—Myrna Loy "Libeled Lady"
with Jean Harlow—Spencer Tracy

WHOSE BUSINESS IS IT?

Trades unions object to men not established in the trade performing the work of that trade and receiving wages from it. Perhaps the architect and the contractor could take a lesson from their less learned brothers.

Many instances of owners hiring a foreman and a crew of men to complete some building program come to light every day. They hope to save a lot of money but in most instances they spend more and get an inferior job. The remodeling of the building on a mid-town corner of Woodward Avenue is a recent example of picayunish owner interference with the contracting business. Contractors should make it difficult for owners to get material and men under such circumstances but, of course, they won't. Neither will the architect do anything about his complaints of a like nature.

If anything, the architect is more careless than the contractor for he will admit into his office with open arms the very steel companies and contractors who just yesterday deprived him of a job. Funny birds, these architects and contractors. Every business is anybody's business if nobody cares.

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HAAS GOES TO TOLEDO

George J. Haas, Detroit architect who has been engaged as project superintendent on the Parkside development for the Government housing division, has been transferred to Toledo, Ohio, where he has become assistant project manager of the "Brand Whitlock Homes." This development, to cost two million dollars, consists of three story apartments and two story group houses and flats. There are to be 264 living units, covering sixteen acres. The chief architect is Harold Munger of Toledo.

Contracts for the foundations were let to Roche, Connell and Laube Construction Company, and this work has been completed. The contractor for the superstructure is Ring Construction Company of Minneapolis Minnesota. This work is now proceeding.

Mr. Haas' many friends will be interested to know of his new assignment.

Manhattan's first glass house around the corner on East Forty-eight street is believed a forerunner of a glassy fronted midtown inside 25 years. It was a venerable brown-stone converted by an architect who occupies it and thus becomes the pioneer.

It's strikingly noticeable how its cheerful sparkle attracts the passer-by. Almost all who have not beheld the crystalline charm stop for an inspection. People who live in glass houses cannot see out nor can outsiders see in, but the structures are astonishingly bright and homey.

There is talk of a Vincent Astor skyscraper of glass for Madison avenue. And a new Ritz Carlton of glass. The idea is making especial headway in Florida home building. Its sponsors say it will have great value in erection of hospitals, sanitariums and movie studios.

The glass block masonry is not listed as a luxury. It has about the same cost of other high grade construction material. The chief manufacturer has developed a business that turned out 600,000 bricks a year ago and so far this year has turned out a million a month.

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TIMELY SUGGESTIONS

By Robert H. Scannell

In my opinion, we are faced with the possible extinction of the architect as we architects have thought of him in the past and if we do not assert ourselves we will find that industry and the speculative builder have reduced us to the status of draftsmen begging for work. It is going to be necessary to have more knowledge and strength of character than the influences working against us. Any village or city which has a planning board, any village or city which has a planning board controlled by an architect or a group of architects? The banks of the county now own millions of dollars worth of real estate. Do you know of any bank which employs the services of an architect to advise it regarding this real estate? By far the greater part of the residential work in the County today is speculative. What is the status of the architect whose practice is entirely speculative? Is he contented and doing work that he is proud of? I have no fault to find with the architect who has to sell plans and specifications for \$50 in order to live. But I have a serious bone to pick with the public for permitting it. When questions come up as to regional planning and developments of all kinds, who is consulted today? The Realty Board—not a board of architects. We are facing many problems such, for example, as the very serious shortage of mechanics that we will presently discover. What are we as architects doing about them? Well, take this one problem of a shortage of labor. It seems to me vital that somebody should sell the idea of going into the building trades to the boys in high school today.

What is to be done and who is going to do it? Well, the public,—and by the public, I include the individual wanting a home of his own, the town boards, the banks and operators of all kinds,—must be educated to appreciate the services of an architect and the architects must be educated to visualize and supply these services in such a way as to once more bring dignity and respect to our profession. Who is going to educate the public and the architects? Obviously, it will have to be the architects, no one else will do it. How shall we go about it? Certainly not as individuals. We must

unite and form the strongest possible group as it will only be by group action that we can hope to succeed.

Here, for instance, is something concrete which, it seems to me, should be done as soon as possible, namely, the establishment in the County of an architectural publicity bureau, sponsored and paid for by the architects. I can envision this as a headquarters of both the Westchester County Society of Architects and the Westchester Chapter of the A. I. A., where the public can get information regarding architectural services, the names of local architects, information as to financing. The bureau would also send out publicity to the local press on the work of local architects and would be capable of making surveys as to architectural needs. Its possibilities for usefulness to the architects of the County would be tremendous. It seems to me that the ideal director of such a bureau should be a young man with training in one of the large advertising agencies, a salesman by nature but with a knowledge of and interest in the building business. He should not be an architect but his job would be to sell the idea of architectural service.

The frontiers of the pioneer have disappeared. Our new frontiers will be aesthetic and in the next twenty-five years we can make America the most beautiful country in the world. Industry has already discovered these new frontiers and has found that beauty pays,—Brigsteel Beautyware, G. E. kitchens,

(Continued on Page 9)

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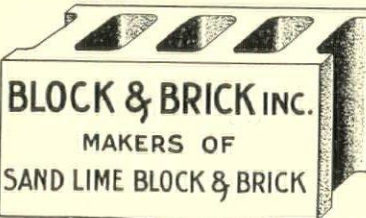
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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Palmer Park Theatre, Hamilton and Hill Aves. Contracts to be let after Jan. 15.

Same.—Plans for 1500 seat theatre, store building (3 stores), located at 10729 Grand River Ave. Completed about Jan. 20.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Plans for part three stories and basement and part two stories and basement, Mercantile Bldg., Jos. Campau and Yemans. Completed soon.

Same.—Plans for one store, to be occupied by Woolworth and A. & P., Fenkell and Grand River. Completed this week.

Same.—Plans for remodeling and modernization of two story store for the Ferndale Dept. Store. Owner, M. B. Stone. Location, 7924 West Vernor Highway. Completed this week.

Same.—Contracts on 3 stores—Hargo Corp, Gratiot near 6 Mile Road: Lathing and Plastering, Alex Dickman; Glass, Schroeder Pl. & Gl.; Asphalt Tile, Crowley Milner Co.

Same.—Contracts on Cunningham Stores. Plbg, Htg. & Vlg. Morris Garlick—El. WK.—N.L. Edwards.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans for warehouse, 65x100, 3 stories. Ready soon.

Same.—Figures on house, 25x40, Linwood Ave., closed.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Preparing plans for school building, 3 stories and basement, steel construction, brick and stone exterior, 80x120.

Same.—Plans for res., Santa Maria Drive. Ready about Jan. 20.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Two-story residence, Sherwood Forest. Figures closed.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.

Same.—Preparing sketches—alteration and addition to residence, Ellair Place.

Same.—Prep. plans for Res. Grosse Pointe.

Same.—Prep. plans for swimming pool—re-inforced concrete—25x75'. Also add. to garage with apt. over.

Same.—Prep. plans for 3 car garage, with apt. over, G. Pointe.

Same.—Two add. and alt. to res., Grosse Pointe.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer. New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several \$10,000 class homes for local individuals. Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmers Moulding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

Same.—Preparing plans for two story office building addition for local concern.

Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.

Same.—Taking bids on structural steel for shipping dock for local manufacturer.



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Harley & Ellington, 1507 Stroh Bldg., RA. 9030.,
E. Lane Crawford & Henry P. Friend, Associate
Architects and Engineers, 310 Norristown—Penn
 Trust Bldg., Norristown, Pa.—Preparing plans for
 brew house for Adam-Scheidt Brewing Co., North
 Town, Pa., 8 stories, 56x85, fire proof construction.

Haughey, Harvey J., 112 Madison, RA. 1047.—
 Store building, 60x80, McNichols Road near North-
 western. Bids closed.

Hughes Talmage C. & Jno. C. Thornton, 120
 Madison. CH. 7660.—Preparing plans for 8 Rm.
 2 sty. B. V. Res. and 2-car attached garage, lot 719
 E. S. Middlesex, Windmill Pointe Sub. Owner Dr.
 Leland F. Carter.

Hughes Talmage & Geo. J. Haas, 120 Madison.
 CH. 7660.—Gen. contract for alteration to first
 story of bank bldg. at N. W. cor. Grand River and
 14th Aves. for Michigan Floral Co., let to Schultz
 Construction Co.

Hyde & Williams, 318 Woodward Blvd. Bldg.,
 MA. 0803.—Plans for residence for Sydney H. Mor-
 gan. Location, Lakeland Ave. Completed.

Same.—Preparing plans for residence for Miss
 Bessie McCoy. Location, Greenview Ave. Completed.

Jameson, Lawrence B., 8380 Jos. Campau Ave.,
 MA. 9146.—Figures on the addition to the Ham-
 tramck Municipal Hospital for General Architec-
 tural Trades, Plumbing, Heating and Ventilating,
 Electrical Work, Elevator, Sterilizing Equipment
 and Laundry Machinery. Bids receive on Tuesday,
 January 5, 1937 at 8:00 P. M., E. S. T. at the office
 of the City Clerk, 8521 Jos. Campau Ave., Ham-
 tramck, Mich. Closed.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—
 Preparing plans for residence for Dr. J. Stewart
 Hudson, Lothrop Ave., Grosse Pointe Farms. Lot
 146x70. Bids closed Jan. 14.

Same.—Preparing plans for residence, Bloomfield
 Hills, Mich. 15 rooms, 5 baths. Brick veneer. C. G.
 Welch, owner.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—
 Plans for residence for Mr. Harold Allan, Lanca-
 shire Drive, Palmer Woods, completed soon.

Malcomson & Higginbotham, Inc., CA. 9651.—
 City Hall at Benton Harbor, Mich. PWA project.
 Under construction.

Same.—Home for the Aged. Owners, Kings
 Daughters and Sons, Detroit. Awarded to Chas. D.
 Kelly Co. Under construction.

Same.—Residence for Dr. Earl McKenzie. Tak-
 ing figures by invitation.

Same.—Hosmer school additoin. Bids closed Jan 4.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—
 Residence for S. G. Glasier, Grosse Pointe Shores,
 completed. Taking figures by invitation.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.

Same.—Taking figures on wrecking of building,
 Tivoli Brewing Co.

Same.—Preparing plans for empty case storage,
 Tivoli Brewing Co.

Mueller, G. A., 1346 Broadway.—Prep. plans for
 alt. to four-story brew house; alt. to one 4-story
 storage cellars; plan for washing and pitching
 house; location—Ohio.

Same.—Preparing plans for 2-story res.

Sarvis, Lewis J., Battle Creek, Mich.—Work ready
 for figures: Administration and Dining Room
 Building for W. K. Kellogg Foundation at St. Mary's
 Lake. Cost about \$26,000.00.

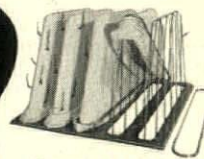
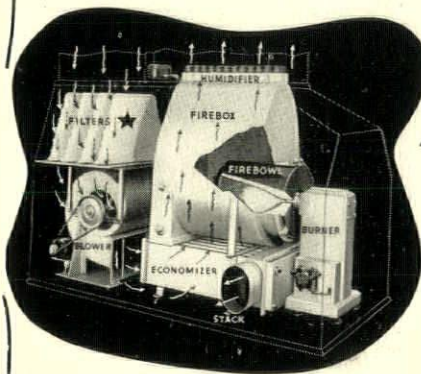
Schley, Cyril Edward, 605 Lafayette Bldg., CA.
 8499.—Residence, Chandler Drive. O. M. Valli-
 quette, owner. Bids closed.

Same.—Preparing plans for residence, Birming-
 ham, Mich.

Wetzel B. C. & Co., 2317 Dime Bk. Bldg. CA. 4941.
 —Add to school—Baroda, Mich. PWA project.

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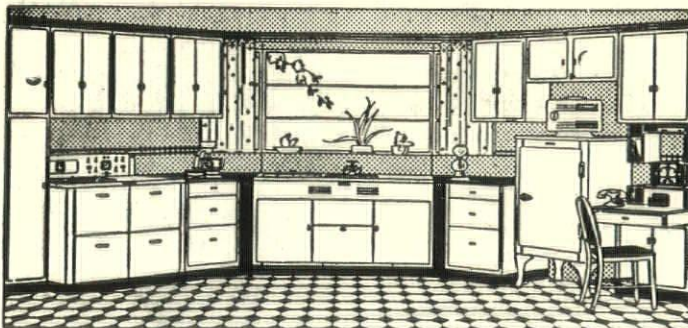
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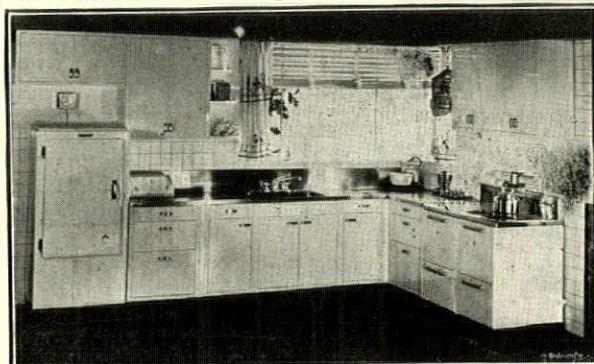
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TIMELY SUGGESTIONS

(Continued from Page 5)

etc. Which is all right up to a certain point but when beauty is considered only on a cash profit basis the long range point of view is lost and the vision created the Westchester County Parkways, for instance, is lacking. It begins to look as if business was stealing the show from the architects. Shall we take it lying down?

In general, we concur with Bob. But since his writing we have found one municipality having an architect as Chairman of the Planning Board. Mayor Pearsall of Mount Vernon, readily appreciated and recognized the value of an architect on the Board, and, without any advice or solicitation, made the appointment. Subsequently the architect became chairman.—Ed.—The Blue Print.

UPKEEP AND MAINTENANCE
OF BUILDINGS*New Field For The Architect Is Suggested*

More than any other single factor, the architect is responsible for the fact that the value of the home is far greater than the sum of the values of its parts. It is this value over and above the value of the component parts of the structure which represents the craftsmanship of the architect.

Not only does the skill of the architect build into a home greater present value, it also gives that home a more permanent value. All of us who are concerned in any way with home construction whether it be in the role of the architect, builder, banker, or insuring agent, are vitally interested in more permanent values.

Under present financing conditions bankers are more than ever interested in the preservation of building values. Although we have long recognized the desirability of designing and building more permanent value into homes, this need has been made even more imperative by the lengthening of loan maturities. With home loans running 10, 15 and even 20 years, it is necessary that home values be maintained.

Another factor which has brought home to bankers the desirability of improving the quality of

building is the tendency on the part of many people to regard approval of home loan by a banker as in effect a warranty that the building is a good value. In the future this tendency is going to increase rather than diminish.

In our institution we have studied this problem from all angles and have come to the conclusion that the best way to promote quality building is to take a more active interest in the building process. Carrying this thought a step farther we come straight to the architect, the logical starting point. Before a home can be built it must be conceived in the brain of an architect. It is for this reason that Bank of America is happy to endorse architectural service as an important part of home building and our appraisers and lending officers for some time have been accustomed to include the architectural fee as a part of the building value in determining the amount which may be loaned on a given property.

In employing the services of an architect the home builder assures himself of a completely designed and distinctive residence which will utilize to the best advantage physical limitations of the building space. Furthermore, since the architect specifies the materials to be used, and supervises the construction, the cost of architectural service is built right into the home and reflected in added value.

As a factor in more permanent building values, proper design and quality of materials and construction cannot be overemphasized. A poorly designed house has a restricted utility value and this limits its re-sale appeal. Good architectural service designs ready saleability into a house, for the architect, by training and background, thinks not only in terms of exterior conformation, but in terms of utility and adaptability, as well. All of this contributes to more permanent building values.

The day is happily passing when homes can be sold on the strength of gadgets and purely visual architecture. The demand for more permanent value

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A well-planned building today must have good lighting. If decorative fixtures are used, it is important that they furnish LIGHT as well as decoration. Too often, such fixtures are chosen chiefly because they are ornamental or attractive, instead of being considered as what they were originally intended—as sources of light. If you are in doubt as to the quality of the lighting in a building, a Sight Meter will quickly check the adequacy of illumination at any place in a room—as accurately as a thermometer measures heat. You are invited to use one at any time, without charge or obligation. Call Randolph 6800 and ask for the Lighting Division.

There are no substitutes for the services of an eyesight specialist, but proper lighting helps to protect eyes, good and bad, young and old.

THE DETROIT EDISON COMPANY

makes it necessary that staying qualities be built into the house, in design, materials, and quality of construction. We believe the services of a competent architect are the best warranty the prospective homeowner can get on these points.

Considering the home mortgage purely as an investment, the greater permanence of value assured by competent architectural service is of the utmost importance. A borrower who has a home which is wearing well and which has a low upkeep cost, is far less disposed to "give up the ship" easily in time of financial stress. Knowing that his home is a good value, and worth far more than he still owes, he will make more strenuous efforts to keep it. In addition, the bank, knowing that its loan is amply secured, can afford to be, and is, far more lenient with the delinquent debtor. This is because a house which is properly designed and soundly constructed of quality materials has the ready marketability and high re-sale value necessary to protect the bank's investment.

Another point in favor of architectural service, as seen from the viewpoint of the financing agency, is the relatively low upkeep cost of the quality-built home. In lending on homes, banks must take into consideration the borrower's other present responsibilities and his probable future responsibilities, in order to insure a proper relationship between the amortization program and the borrower's other financial needs. An important future responsibility of the prospective borrower is the necessity of keeping his home in good repair. Experience has shown that quality-built homes depreciate slowly and do not constitute a steady drain on the pocketbook of the owner.

Entirely aside from the improved building standards which architectural services insure, there is still another important contribution which such services make to more permanent building values. I refer to the maintenance of value through proper design. The importance of this factor cannot be well overestimated. There is a vast difference between a five-room building and a five-room home. Architectural service makes that difference.

Adaptability to future needs and future developments, utility, proper distribution of rooms, harmony of exteriors and interiors, proper utilization of the physical limitations of the building space; all of these are within the special province of the archi-

tect, and all have a direct bearing on the maintenance of future value.

Thus it is clear that from the viewpoint of the financing agency the role of the architect in promoting more permanent building values is an essential one, and one which in the future will play an even more important part than in the past.—The Architect & Engineer (California).

EMPHASIS

Numerous communications have been received recently from private sources which imply that the Federal Housing Administration is developing plans for building purposes. As this is contrary to the Administration's policies, it is important that the public be informed that such plans as have been developed are for educational purposes only and not for private use.

We wish to emphasize the importance of urging all builders to secure the services of competent architects for the planning of small homes. The architect is best fitted to produce plans which incorporate all those factors tending to create stability in housing.

ARTHUR WALSH,
Assistant Administrator.

Harrigan & Reid Co.

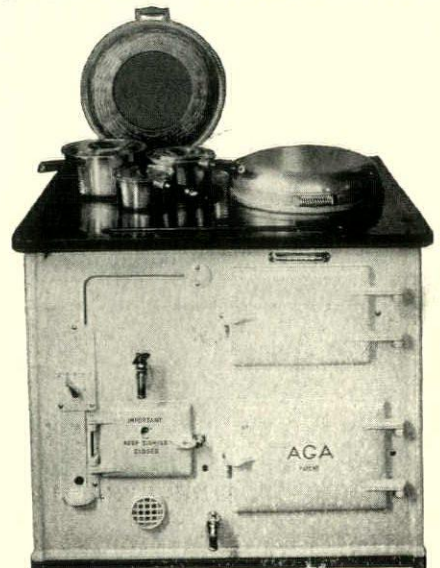
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Vol. 11

DETROIT, MICH., JANUARY 26, 1937

No. 4

M. S. A. FIRST ANNUAL DINNER DANCE

INTERCOLLEGIATE ALUMNI CLUB, 13th FLR. PENOBSCOT BLDG.,

SATURDAY EVENING, FEB. 20, 1937

FORMAL — \$5.00 PER COUPLE

"World's Fairs Frolic"

Cornelius L. T. Gabler, who has been appointed by president Morison as general chairman of the Michigan Society of Architects' first annual dinner dance, has announced that the theme of this event will be "World's Fairs."

The decorative scheme is to tell the story of World's Fairs past, present and future depicting their buildings, inventions and products.

The large windows in the main dinning room of the club are to be decorated with panels interpreting the ideas of the committee on the outstanding big shows of the world, including the year 2000.

Committees have not yet been appointed, but invitations are extended to all those interested for their help and suggestions.

M. S. A. TWENTY-THIRD ANNUAL CONVENTION

As we go to press, a meeting of the membership of the Michigan Society of Architects has been called for 5:30 P. M., Friday, for the purpose of discussing the time and place for the next annual convention of the Society.

In our next issue it is hoped that further details may be announced.

It is understood that this event is to be open to all architects and their friends, including the producers, Builders' and Traders' Exchange and others in the building industry.

Tickets will be on sale within the next week, and the capacity of the Club is

limited to the attendance of 300. From all indications requests for tickets will exceed that number. It is suggested, therefore,

Architects' Luncheon

Tuesday, January 26—12:15 P. M.

Intercollegiate Alumni Club

13th FLOOR PENOBSCOT BLDG.

that you send in your reservations to Mr. Gabler at 17481 Alwyne Lane, or to the Bulletin, as soon as possible.

RESTRICK LUMBER PARTY

They are going to have a very interesting program with plenty of refreshments and entertainment along with the Western Pine sound film which shows how the tree finally becomes pieces of woodwork.

Curtis will show their new pre-fabricated casement for the first time here.

They want you there, along with your helpers at 1000 West Grand Boulevard, Wednesday 8:00 p. m., January 27th, 1937. LETS ALL GO.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer;
Directors: Herman Banbrook, Gage Cooper, Edgar Leavenworth, Bert Haberkorn, Ray Spitzley
Edwin J. Brunner, Secretary.

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

TICKER TAPE ON MEETING

At the annual meeting and election of the Builders' and Traders' Exchange, Tuesday January 19, the following things happened among others;

* * *

Elected for three year terms on the board of directors were; Vern Taylor of Concrete Steel Fireproofing Company; George Cruickshank of Krimmel and Cruickshank; and Walter Giesiking of Wire and Iron Products.

* * *

Albert Beever outgoing president was presented with a fine traveling bag. Mason P. Rumney made the presentation speech and Al was too overcome to make a long reply.

* * *

The auditor of the Exchange was present and made a full report showing operation in the black.

* * *

The secretary's report showed material gains in membership and in constructive achievement of the Exchange.

* * *

The feminine members of the staff entertained about 250 members and guests with a right good buffet luncheon and punch.

* * *

Many laudable comments were made on the newly done Masonite panel job on the secretary's office. Come up and see us sometime.

* * *

Gudmond Jacobs in charge of the balloting had a tough day, but performed admirably.

* * *

We noted several games in progress in the various offices on the floor of the Exchange.

* * *

Several members arrived too late to vote. Polls were open from 9 a.m. to 3 p.m. The vote was light.

Bill Seeley who has been chairman of the golf outings for nine years gave a very interesting report of that activity — 340 individuals played golf with us — and there were more out to the dinners than played. The golf dinners are growing in popularity.

* * *

Bert Haberkorn gave a succinct report on the progress made by the apprenticeship committee.

* * *

The legislative committee was announced as being opposed to a licensing law for contractors.

* * *

Noticed three ex-presidents hobnobbing with each other; Mason Rumney, Edawrd Horning; and Jess Stoddard. Wonder where the rest were.

* * *

John McGarrigle, membership manager wrote up three new members right on the spot during the day. That makes a total of twelve so far this year.

* * *

Reprints of last week's Builders' and Traders' page from the Architects Bulletin were circulated at the meeting.

* * *

One object in the plan room which drew a lot of attention was a six foot slide rule used by the class in estimating which is conducted by the Exchange. Spring term is just starting. Still time to enroll. Have to be affiliated with member of Exchange.

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DETROIT CHAPTER HOLDS MONTHLY MEETING

Malcolm Stirton Elected To Membership

At the January meeting of the Detroit Chapter of the American Institute of Architects, at the Intercollegiate Alumni Club, Tuesday evening, January 19, president Alvin E. Harley, announced the election to membership in the Chapter of Malcolm R. Stirton.

The new member, who Mr. Harley designated as the baby of the Chapter, is a graduate of the University of Michigan and a disciple of Professor Bennett and McConky, who were present at this meeting. Professor McConky stated that Malcolm held the distinction of an all time high at the college of architecture at the University of Michigan, as well as winning the George G. Booth traveling fellowship.

President Harley also announced the proposed changes in the Chapter by-laws to conform to an outline by the Institute in Washington. On this committee he announced the appointment of Aloys Frank Herman, as chairman. On the committee with Mr. Herman will be Messrs. Adolf Eisen and Clair W. Ditchy.

An entertaining feature of the evening's program was an educational sound film presented by the Republic Steel Company, showing the various steps in the manufacture of Enduro Stainless Steel, product of this company. This material which has been on the market for some twenty odd years originated in England as a result of the manufacture of gun barrels, to which material was added chromium. The Krupp Works in Germany later made contributions by their experiments which included also the use of nickel.

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The story started at the mines, took into consideration the alloys and then continued through to the many uses of this material.

In fact, Enduro is dubbed "the material of ten thousand uses". It was most interesting to note the extreme care with which this material is handled all the way from the mine to its installation.

Mr. Lancelot Sukert who had been asked by Mr. M. H. Furbinger, past regional director in the Institute, to serve on a committee for the purpose of placing in nomination Mr. Edwin Burgstrom of California, for president of the American Institute of Architects, spoke briefly to the Chapter on this subject.

FORREST W. HABERKORN

Forrest W. Haberkorn, secretary-treasurer of the J. H. A. Haberkorn Co., died Monday, January 11, in St. Mary's Hospital.

Mr. Haberkorn was born in Detroit 51 years ago, the son of the late Mr. and Mrs. John H. H. Haberkorn, and was educated in Detroit schools.

He entered the building contracting business with his father and his brother, Bernard T. When his father died, he continued the firm with his brother. Among the buildings on which their firm did carpenter work was the Ford Hospital.

He was a member of Achiar Lodge, F. & A. M.; Ionic Chapter, R. A. M.; Detroit Consistory; Moslem Temple, of the Shrine, and Detroit Commandery, No. 1, Knights Templar, where he was a member of the drill team.

Surviving are his wife, Sybil, a son, Warren F., a daughter, Mrs. Emerson Schink, his brother and a sister, Mrs. T. George King.

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JANUARY 27—28

Victor McLaglen—Binnie Barnes in
"The Magnificent Brute"

FRIDAY—SATURDAY

JANUARY 29—30

Lawrence Tibbett in "Under Your Spell"
Saturday 11 P. M.—Olsen and Johnson in
"Country Gentlemen"

SUN.—MON.—TUES.

JAN. 31—FEB. 1—2

Errol Flynn—Olivia deHavilland in
"The Charge of the Light Brigade"

GENERAL BUILDERS ELECT

At the annual meeting of the General Builders Association of Detroit, held January 13, 1937, the following men were elected officers:

President: Leo P. Richardson, W. E. Wood Company.

Vice-President: Arnold F. Malow, Barton-Malow Company.

Treasurer: Herman E. Clafehn, Albert A. Albrecht Company.

Executive Committee Members: Albert B. Ameel, Talbot & Meier, Inc., Walter L. Couse, Couse & Saunders.

Ralph A. MacMulan was continued as Executive Secretary.

NEW PLUMBING AND HEATING FIRM

H. H. MacDonald formerly with H. Buckeridge and Son as superintendent and J. R. Hilbert also a former employee of that firm have become associated together in the Modern Service Company, to do plumbing, heating and air conditioning.

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CURRIER'S NEW PLANT NEARING COMPLETION

With construction of Currier Lumber Company's new \$100,000 two-story millwork factory at 17507 Van Dyke Avenue nearing final stages, placing of woodworking machinery on the lower floor levels of the main factory building was begun this past week, P. J. Currier, the firm's president, reported Saturday.

According to Mr. Currier, another section 52 feet wide by 243 feet deep is to be added on the north side of the recently completed plant, thereby extending the building's frontage on Van Dyke Avenue to 239 feet. Railway tracks will be extended into this part of the plant, providing for under-cover unloading of all lumber used for mill-work purposes.

"Due to the recent mild winter weather, construction has proceeded at a far faster pace than we anticipated," said Mr. Currier. "The plant is now about 85 per cent completed. However, before all the finishing touches can be made, and machinery installation completed, it will probably be another 30 to 45 days until full production can be scheduled.

"Including the additional north side section which will be built immediately, the total floor area of the new factory will be approximately 90,000 square feet, exclusive of space in existing sash, boiler and office buildings. About 200 men will be employed in the millwork factory.

"It is our plan to equip the plant with all new machinery, powered by the very latest high-speed all-electric units available. The new machinery will include six stickers, double surface planers, matchers, re-saws, etc.

The new Currier millwork plant, which will triple capacity of the former plant, is a large supplier in Detroit and Michigan of sash, doors, flooring, windows and interior lumber. In the new plant, kiln-dried lumber will be stored or manufactured under the uniform temperature of one building, it was pointed out, thus assuring the user of the lumber that the finished product will contain minimum moisture content. A single plant will provide heat for the entire two-story building.

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BANKS AND BUILDING BOOMS

Is jerry building rampant? Will the home building racket be in full swing next spring? Can homes be made wise investments for both the banks and for "owners" as well?

Home building leads and will continue to lead in the present upswing of building activity. The annual need for half a million new dwelling units was not met this year but next year this figure should be realized. Increased economic confidence (and income), banks with funds seeking safe investments, a standardized form of home financing (on the single amortized-mortgage principle), insured mortgage loans, fewer foreclosed properties, less distress-selling, — all these are factors pointing to more home building in 1937. More, yes, but will it be better?

Much of this year's building is but little if any better than the shoddy, poorly planned jerry building of the boom of the twenties, in spite of FHA. The banks' best insurance of the safety of the investment in building loans is well-designed, thoughtfully planned, soundly constructed homes. And the best insurance that the homes will be just that is the employment of competent architects not only to design, to put in "selling features" and "talking points", but to supervise the construction. Specifications are mere scraps of paper, — even if the loan is obtained and insured because of their promising phrases, — unless the quality materials they call for actually are made part of the house. Setting minimum standards of specifications for houses on which loans will be made is a step which progressive (conservative) banks have already taken, and more are taking. But it is only one step. To make these specifications realities in the houses requires the supervisory services of responsible professional architects. This is true whether the loan is made to an individual owner or to an operative builder. The time is coming rapidly when lending institutions will realize that their best insurance lies in professional integrity. Banks will protect themselves, their depositor and the home owner by making the employment of a supervising architect a condition of their loan contract.

Soundness of construction and quality of equipment are not in themselves, however, a guarantee of the value of the house (on which the mortgage rests). Proper planning for use and convenience, orientation, site-planning and style all effect resale value, and in these the architect's knowledge, experience and creative ability are necessary if the best house for the money, for the site and for the comfort of the owner are desired. These services become part and parcel of the house. For this reason the fee of the architect is included as an integral part of the cost of the house when loans are being made. This added increment in the resale

value of the house (added by the architect) is just that much additional protection for the lending organization and its depositors.

The banks can and will in these two ways protect investments; the architect-designed, architect-supervised house will be their best collateral. Of course, there will be cheap imitations of these better houses, jerry builders will copy. However, we believe that the increased sales competition which will come with the residential building boom will force better planning, better design, better construction, and that the architects' houses will sell faster and at a premium. Imitators thus will be forced to offer better houses and the standard of the whole will be raised. Houses built next year and after will be better, — because banks and lending institutions now know that permanent values of the homes on which they can lend can be insured by competent architectural design and supervision of construction. The profession is ready to serve. Individual architects and all architectural organizations must see to it that the banks are aware of facts, must collaborate with the lenders to eliminate the practices that have brought disaster to home building in the past.

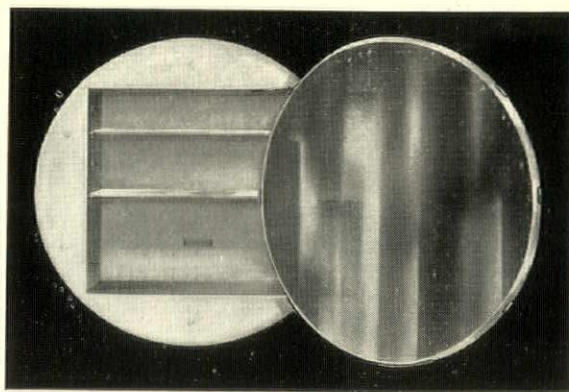
KENNETH K. STOWELL, Editor
American Architect
and Architecture,
November, 1936

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Palmer Park Theatre, Hamilton and Hill Aves. Contracts to be let after Jan. 15.

Same.—1500 seat theatre, store building (3 stores), located at 10729 Grand River Ave. Taking figures.

Same.—Preparing plans for remodeling 2 story and basement store building, Oakman and Grand River Ave.—Davidson Bros., Inc.

Same.—Plans for part three stories and basement and part two stories and basement, Mercantile Bldg., Jos. Campau and Yemens. Completed soon.

Same.—One store, to be occupied by Woolworth and A. & P., Fenkell and Grand River. Taking figures.

Same.—Remodeling and modernization of two story store for the Ferndale Dept. Store. Owner, M. B. Stone. Location, 7924 West Vernor Highway. Bids closed Jan. 23.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for residence, Santa Maria Drive. Ready about Jan. 20.

Same.—Plans for res., Santa Maria Drive. Ready about Jan. 20.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Two-story residence, Sherwood Forest. Figures closed.

Same.—Preparing sketches for residence, Merriweather, G. P. Farms.

Same.—Preparing sketches—alteration and addition to residence, Ellair Place.

Same.—Prep. plans for Res. Grosse Pointe.

Same.—Prep. plans for swimming pool—re-inforced concrete—25x75'. Also add. to garage with apt. over.

Same.—Prep. plans for 3 car garage, with apt. over, G. Pointe.

Same.—Two add. and alt. to res., Grosse Pointe. **Diehl, Geo.**, 120 Madison, CH. 7268.—Preliminary drawings for Catholic Central High School.

Same.—Preliminary drawings for alteration to Sufferin's Store.

Same.—Preparing plans for residence, Patton Ave.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg., CA. 3353.—Preparing plans for the following: Several mechanical and electrical installations at Ford Rouge plant.

Office building addition for local manufacturer. New factory and power plant for local manufacturer.

Architectural trade for accumulator building and motor room for Standard Tube Co.

Maintenance and storage building for Class Company at Clarion, Pa.

Mill alterations and addition to finish mill at local cement plant.

Several \$10,000 class homes for local individuals. Screening installation in domestic coke building at Ford Rouge plant.

Same.—Taking bids on structural steel for alterations and additions to foundry, Kelsey-Hayes Wheel Co.

Same.—Bids closed on mechanical trades for new mfg. plant for Herron-Zimmers Moulding Co.

Same.—Bids closed on structural steel and architectural trades on power house addition of Midland Steel Co.

Same.—Preparing plans for air conditioned office building with structural glass walls, also addition to manufacturing building for local concern.

Same.—Preparing plans for two story office building addition for local concern.

Same.—Preparing plans for production line assembly layout for proposed addition and modernization of local manufacturing plant.

Same.—Bids closed on work of all trades for factory, office building and power house for Twin Coach Company at Kent, Ohio.

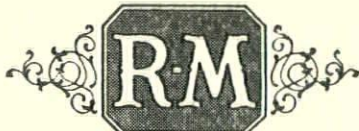
Same.—Taking bids on structural steel for shipping dock for local manufacturer.

Same.—Preparing plans for two story and basement reinforced concrete bottling plant for local concern. Total area 60,000 sq. ft.

Same.—Preparing plans for four story steel and concrete addition for local concern, freight elevators, cranes, pile foundations. Total area 180,000 sq. ft.

Same.—Preparing plans for extensive additional sub-station and control equipment facilities for local firm.

Same.—Preparing preliminary plans and plant layouts for proposed modernization of four manufacturing plants.



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Same.—Taking bids for fourth story factory and fifth floor office addition to present plant of Square D Company. Concrete, steel, brick, glass tile, air conditioning, passenger elevator, rearrangement of stairs and lobby, etc.

Same.—Bids closed on coke wharf extension for Ford Motor Company, Rouge Plant, Dearborn, Mich.

Same.—Contracts let to John Weinhardt for one \$16,500.00 residence in Grosse Pointe Park and one \$10,600.00 residence in Grosse Pointe Shores.

Same.—Bids closed on two story office addition at Fort Street plant of Timken Axle Company.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030., E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers, 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction.

Haughey, Harvey J., 112 Madison, RA. 1047.—Store building, 60x80, McNichols Road near Northwestern. Bids closed.

Howell, Shoeter and Lafer, 7330 Hamilton, TR. 2-0910.—Preparing plans for English type country residence at Grosse Ile.

Same.—Making plans for automobile salesroom and service to be erected in Hillsdale, Mich.

Same.—Addition to residence in Bloomfield Hills.

Same.—Sketches out for residence in Bloomfield Hills.

Same.—Contracts let and work under progress on residence situated on Oxford Road, Grosse Pointe Shores.

Same.—Sketches being made for residence in Birmingham.

Same.—Plans completed on residence for Federal Construction Company.

Same.—Plans completed on residence to be built on Marygrove Drive.

Same.—Plans completed for residence on Fairfield Ave.

Same.—Making plans for modern residence to be built in Rosedale Park.

Hughes Talmage C. & Jno. C. Thornton, 120 Madison, CH. 7660.—Preparing plans for 8 Rm. 2 sty. B. V. Res. and 2-car attached garage, lot 719 E. S. Middlesex, Windmill Pointe Sub. Owner Dr. Leland F. Carter.

Hughes, Talmage C., & George J. Haas.—Schultz Construction Co. general contractor on alteration to bank building, Grand River and 14th for Michigan Floral Co. Have let glass and glazing, show window construction and structural glass to Peterson Glass Co.; heating to Allan G. Wood.

Hyde & Williams, 318 Woodward Blvd. Bldg., MA. 0803.—Residence for Sydney H. Morgan. Location, Lakeland Ave. Taking figures.

Same.—Residence for Miss Bessie McCoy. Location, Greenview Ave. Taking figures.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Figures on the addition to the Hamtramck Municipal Hospital for General Architectural Trades, Plumbing, Heating and Ventilating, Electrical Work, Elevator, Sterilizing Equipment and Laundry Machinery. Bids to be re-advertised.

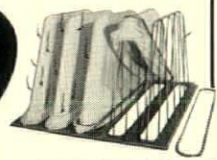
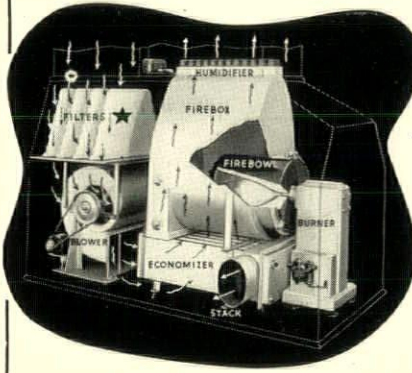
Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence for Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Contract let soon.

Same.—Residence, Bloomfield Hills, Mich. 15 rooms, 5 baths. Brick veneer. C. G. Welch, owner. Bids being taken.

Lewis, I. M. Inc., 816 Ford Bldg., RA. 4724.—Plans for residence for Mr. Harold Allan, Lancashire Drive, Palmer Woods, completed soon.

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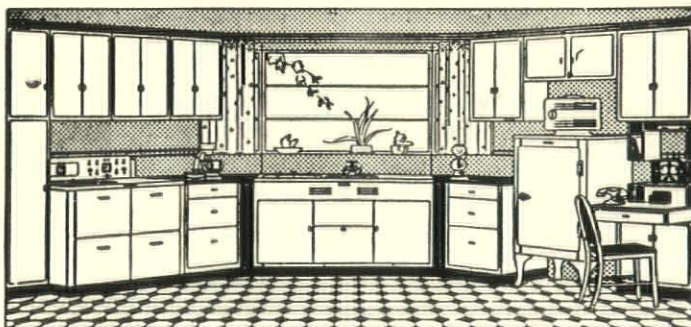
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Malcomson & Higginbotham, Inc., CA. 9651.—City Hall at Benton Harbor, Mich. PWA project. Under construction.

Same.—Residence for Dr. Earl McKenzie. Figures closed.

Same.—Hosmer school additoin. Bids closed Jan 4.

Same.—General contract on Dormitory No. 2, Michigan State College let to H. G. Christman, Lansing Co., Lansing, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Residence for S. G. Glasier, Grosse Pointe Shores, completed. General, Trowell Construction Co.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Empty case storage, Tivoli Brewing Co. Contract let to Al Smith.

Mueller, G. A., 1346 Broadway., RA. 3763.—Preparing plans for alteration to four-story brew house; alteration to one 4-story storage cellars; plans for washing and pitching house. Location—Ohio.

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Same.—Preparing plans for two-story residence, 44x36.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Residence, Chandler Drive. O. M. Valliquette, owner. Contracts let: Masonry, C. B. Hawkins; Carpentry, J. Frank Smith; Plastering, Kenneth Keyne; Electrical work, Lastar Electric Co.; Painting, A. W. Cox.

Same.—Preparing plans for residence, Birmingham, Mich.

Wetzel B. C. & Co., 2317 Dime Bk. Bldg. CA. 4941.—Add to school—Baroda, Mich. PWA project.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Plans for Brass Rail Bar being completed.

Same.—Plans for dining room, Curtis Bldg., being completed.

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FRANK LLOYD WRIGHT TO SPEAK AT CRANBROOK

Richard P. Resman, executive secretary of Cranbrook Academy of Art, has announced that Frank Lloyd Wright has accepted an invitation to speak at the Academy on the evening of Thursday, April 29. Further details will be announced in a future issue of the Bulletin.

FRED CROWTHER IN NEW LOCATION

Fred Crowther, who has become famous for his perspectives and architectural renderings, has recently opened offices at 604 Morgan Building, Detroit. The telephone number will remain the same, Cherry 2234.

Fred's clientele will be interested to know of this change, which he states is being made in order to render better service.

It has been stated that architectural design in Detroit has materially improved since Fred's location here.

LUMBER DEALERS CONVENTION

The Michigan Retail Lumber Dealers Association are holding their Annual Convention and Lumber and Building Material Exhibit in the Civic Auditorium at Grand Rapids on February 2nd to 5th. They extend to architects a most cordial invitation to visit the exhibits from 1:00 p.m., to 10:00 p.m., on Tuesday, February 2nd.

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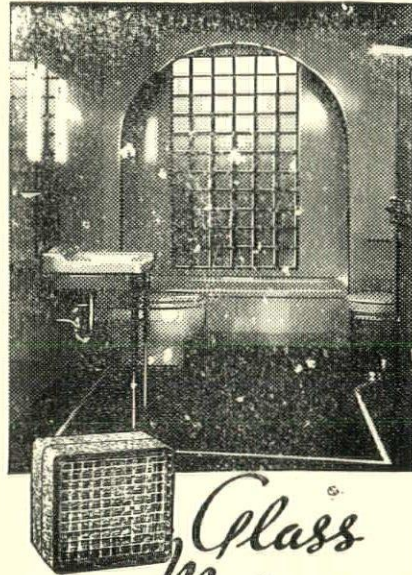
BRING YOUR WIVES TO THE NEXT
EVENING MEETING.

PRODUCERS' COUNCIL CLUB ELECTS

The following members have been elected as officers of the Producers' Council Club of Michigan for the year of 1937:

President — A. A. Shirley
General Electric Co.
Vice President — Frank O'Neil
Kohler Company
Secretary — F. W. Clise
Johns Manville Co.
Treasurer — Wm. Ennis
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The next meeting of the Producers' Council Club of Michigan will be held at the Detroit Leland Hotel, Monday, January 25, 1937.



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JOHN R. TODD, A MIGHTY BUILDER FIGURES IN BIG DEALS

The Man Behind Prometheus

From The New Yorker

One of the few problems which John R. Todd, who pretty much runs Rockefeller Center from top to bottom, hasn't been able to solve is what to do with the space in the R.C.A. Building where Diego Rivera's mural used to be. He and his four co-managers have considered and rejected, or passed along to John D. Rockefeller, Jr., only to have him reject, dozens of possibilities, including a relief map of the earth, a news bulletin, and a clock which tells the time here and there about the world. Mr. Todd, whose taste in art inclines to the classic, and who has travelled a lot in the Orient, was anxious to get something Japanese a year or so ago. He had several weighty volumes on Japanese art brought to him from the Columbia library, by special permission—readily granted, since Rockefeller Center's annual rent of around \$3,000,000 accounts for one-third of Columbia's annual income—but it was felt that patriotic tenants of the R.C.A. Building aware of the Yellow Peril, might object, and the idea was dropped. At the time of the National Exhibition of American Art in the International Building last spring, a Todd subordinate suggested a competition among the exhibiting artists to find a successor to Rivera. Nothing came of this, however, possibly because so many of the country's leading painters had failed to offer entries, out of protest because no exhibition rental fees were paid.

The slowness with which this problem is being met is contrary to usual Rockefeller Center practice. Todd and the other managers are primarily practical men who are more at home in the world

of building materials, floor space, and rent scales than in that of aesthetics, but decorative problems rarely baffle them for long. Todd, especially, takes an interest in matters of art. Although a committee of five, including Dean Meeks of Yale and Professor Paul Sachs of Harvard, was appointed to advise the project on such affairs, the final decisions usually resulted from conversations between Rockefeller and Todd, with Todd doing a good deal of the talking. In the summer of 1932 he went abroad with the late Raymond Hood, the architect, to get a couple of foreign artists for the R.C.A. Building murals, and came back with contracts with Sert and Brangwyn. Later on a slight difficulty arose in connection with Brangwyn's sketches for a fresco depicting the Sermon on the Mount when the artist was asked to omit the figure of Christ. Todd, whose father was a minister, felt it was impossible for anyone to paint a figure which would satisfy the various Manhattan conceptions of Christ, and suggested as a substitute a light shining down from Heaven. Brangwyn compromised by painting a hooded figure, his back turned. Todd was delighted. "To me," he said, "it represents the spirit of religion, the universal truth that is the essence of religion and that may be found in all faiths."

(Continued in next issue)

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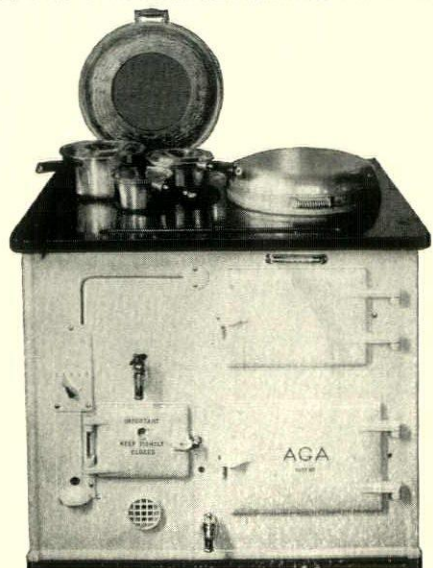
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